

J. DAVID SCHEINER

Retired President COO Macys Florida/Puerto Rico

Current Director, Perry Ellis International

Founder, J. David Scheiner LLC

A highly-respected veteran retailer, J. David Scheiner served as the President and Chief Operating Officer of Macy's Florida / Puerto Rico, a division of Macy's Inc. before retiring in 2009.

J. David Scheiner serves on the Board of Directors of Perry Ellis International, a leading designer, distributor and licensor of apparel and accessories. In addition, he is a consultant and advisor to Bioidea a cosmetic company from Paris and SIB a fixed cost reduction company. He is a member of the Board of Directors of the Strategic Forum, a networking organization consisting of CEO's, entrepreneurs and business leaders. He is an international business consultant to companies in the retail and wholesale field, as well as Investment Banks and Private Equity groups investing in the consumer retail industry.

Mr. Scheiner retired from Macy's in 2009. Prior to that he served as the President and Chief Operating Officer of Macy's Florida/Puerto Rico, from 2007-2009. Previously, he served as Vice Chairman— Director of Stores for Macy's Florida/Burdines. He was President of Maas Brothers/Jordan Marsh from 1988-1991.

Scheiner's involvement in many aspects of South Florida, as well as the State of Florida has made him a pillar in the volunteer and philanthropic communities. He devotes his time, energy, talent and financial resources to Miami Children's Hospital where he is a lifetime trustee, the University of Miami Sylvester Comprehensive Cancer Center and others. Scheiner's vast interests have involved him in business related politics, such as the downtown Miami renewal, working with Miami and Miami Dade Mayors. Further, he worked with the Governor of Florida representing business needs and finding solutions. Recognizing the opportunity to attract talent to retail, he strengthened ties with Florida Universities.