



Rob Sundry

President, La-Z-Boy Brand and
Chief Commercial Officer

Rob Sundry serves as President, La-Z-Boy Brand and Chief Commercial Officer for La-Z-Boy Incorporated. In this role, he is responsible for all facets of sales, merchandising and marketing for the La-Z-Boy branded business globally. A seasoned executive, Sundry brings more than 20 years of marketing and general management expertise with a proven track record of developing innovative strategies to build and strengthen brands.

Sundry came to La-Z-Boy from Whirlpool Corporation, where he was Head of Brand Marketing, Licensing and Creative Studios for the North American region. In that role, he was responsible for brand marketing for a \$9 billion business in North America, with a portfolio that included Whirlpool, Maytag, KitchenAid and Amana. In addition, he had responsibility for the Gladiator business and licensing P&L.

Prior to Whirlpool, Sundry spent nine years at General Mills in positions of increasing responsibility before becoming the Regional Marketing Manager, Latin American & Caribbean, Kids Cereal. While at General Mills, he worked on some of America's most beloved cereal brands, including Cheerios, and he was an expat in Mexico City, leading Latin American kid cereal brands.

Sundry earned his MBA from Harvard Business School and his Bachelor of Science in American Politics, with a minor in Systems Engineering, from the United States Military Academy at West Point. He served as an officer in the United States Army for five years after graduation.

He is involved in numerous organizations, currently serving as a Board Member for the Boys and Girls Club of Benton Harbor, and recently served as an Advisory Council Member of the Association of Graduates for West Point.

Sundry enjoys traveling, skiing, and playing golf in his time outside of work.