



Keith Wilson

President, International and Joybird

Keith Wilson serves as President, International of La-Z-Boy Incorporated. In this role he is responsible for all international sales, merchandising and marketing, including the management of overseas sales subsidiaries, and the relationships with international licensee and JV partners. La-Z-Boy sells in more than 60 countries worldwide. He is also the President of Joybird, a digitally native brand acquired by La-Z-Boy in 2018.

Wilson joined La-Z-Boy in 2016 to lead the UK business. As Managing Director, he successfully transitioned and expanded the UK and Irish business, building a strong team and putting in place the support infrastructure and supply chain to enable future growth. In 2018, he was promoted to Managing Director, EMEA and added responsibility for Europe, the Middle East and Africa.

Immediately prior to joining La-Z-Boy, Wilson was UK Director and General Manager for Calligaris, the European market leader in dining and cabinet furniture. Previously he worked in the consumer electronics and DIY industries in a number of roles in product and brand marketing, in both retail and manufacturing, before moving into general management. He spent 10 years with Whirlpool Corporation, including four years based in the European HQ in Italy as Product Director. Following Whirlpool's acquisition of Philips' domestic appliance business, he was instrumental in the transfer of the Phillips brand for that business to the Whirlpool brand in Europe. He has also held UK and European leadership roles with companies such as Moulinex/SEB, Samsung, J W Ostendorf and Techtronic Industries.

After earning a Bachelor of Arts degree with honors in Economics from the University of Leeds, he completed postgraduate studies in Marketing at Buckinghamshire College (Bucks New University) and the Chartered Institute of Marketing.

Wilson is a Fellow of the Chartered Institute of Marketing. He supports Parkinson's UK, a leading UK charity and is an enthusiastic sponsor of youth squash. He is a regular competitive squash player, enjoys skiing, cycling and reading, and speaks fluent Italian.