



## Aaron T. Brown

Vice President, Strategy and Analytics;  
President of Joybird;  
Officer, La-Z-Boy Investments

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As part of the executive leadership team, Aaron Brown currently serves as Vice President, Strategy and Analytics for La-Z-Boy Inc., President of Joybird and Officer for La-Z-Boy Investments. In his role as Vice President, Strategy and Analytics, Brown is responsible for real estate, corporate development and data analytics. He leads the development of La-Z-Boy's annual operating plan, helping connect the company's strategy, portfolio of organizational projects and resources together. Brown also provides analytical support on key decisions including product assortment, retail operations, pricing, marketing, sales and supply chain. He leads the data and business intelligence strategy, assessing key trends in the industry including research on consumers and the competitive landscape.

While in this capacity, Brown drove the acquisition of Joybird, an \$80 million e-commerce furniture company and now serves as its President, managing the growth strategy collaboratively with the four original founders.

La-Z-Boy Investments is a \$15 million venture fund that invests in early stage furniture companies. Brown not only serves as Officer but works closely with the management teams including board participation.

From 2001 to 2014, Brown was employed at Boston Consulting Group in Chicago. There, he held several positions of increasing responsibility including Partner and Managing Director, Principal, Project Leader and Consultant. During his time there, Brown managed engagements in consumer good and retail. He was responsible for driving growth strategies and corporate development agendas, including post-merger integration, due diligence, and turnaround plans for a wide range of clients. In addition, he leveraged his expertise in field sales operations, in-store execution, distributor management and route-to-market strategy to drive operational improvements. Brown also headed the organization's pro-bono efforts to support youth violence prevention through Get in Chicago and Chicago Public Schools.

Brown earned his Master of Business Administration (MBA) from the University of Michigan, Ross School of Business and a Bachelor of Science in Industrial and Operations Engineering from the same university.