



## Rob Sundy

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Senior Vice President, and  
Chief Commercial Officer

Rob Sundy serves as SVP 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 in North America. A seasoned executive, Rob 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.

Rob 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, he 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 was an expat in Mexico City, leading Latin American kid cereal brands.

Rob earned his MBA from the 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.

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