



REBECCA REEDER

PRESIDENT, RETAIL
LA-Z-BOY FURNITURE GALLERIES

TEAM MEMBER SINCE 2023



MY FAVORITE PRODUCT

The Paxton Sectional - it is overtly comfy, chic, and large enough to seat the whole family!



BEST THING ABOUT LA-Z-BOY INCORPORATED

Our associates love La-Z-Boy and are proud to work for our company. Their enthusiasm is echoed by our customers, who share memories of generations of La-Z-Boy furniture and are excited to own a piece of the Brand today. La-Z-Boy makes everyone smile!

Rebecca Reeder serves as President, Retail La-Z-Boy Furniture Galleries for La-Z-Boy Incorporated.

In her role, Reeder has executive oversight and P&L responsibility for the company's Retail segment, which includes 193 of the 360 La-Z-Boy Furniture Galleries® stores. In addition, she has responsibility for sales to the remaining independently owned La-Z-Boy Furniture Galleries® stores, driving alignment of the consumer experience throughout the entire network.

Reeder joined La-Z-Boy Incorporated in April 2023 from Chico's FAS, where she served as SVP, Retail for the Soma, White House Black Market, and Chico's brands, leading store operations, merchandising, loss prevention, social selling, and customer care for a 1200 store network. As the SVP of Retail, Rebecca most notably led the company in the full integration of a shared-services retail organization, combining brands into one customer-centric stores team, enhanced by a network of cross-functional support teams.

Reeder is a 30-year retail veteran, passionate about building high-performing teams that deliver inspiring and memorable customer experiences. Before joining Chico's, she held various Retail, Marketing, and Merchandising leadership roles at Abercrombie & Fitch, American Eagle Outfitters, Express, and Pacific Sunwear. While at Pac Sun, Reeder led the development and launch of the Brand's first flagship location in Soho, New York City, notable for creating new product opportunities and brand experiences. The store was leveraged as a social and communal space, supported by musical guests and fashion influencers, including fan-favorites Machine Gun Kelly and Kendall and Kylie Jenner.

Reeder was the owner of Big Rock, a unique luxury bridal and fashion brand based in the Short North district of Columbus, Ohio, which she founded in 2006 and sold to a competitor in 2013.

Reeder graduated cum laude with a Bachelor's degree in Communication from Miami University.

Reeder currently serves on the board of the Home Furnishings Association (HFA) and is an active member of her community, participating in both the Naples, Florida, and New Albany, Ohio, Women's Clubs. In her free time, she enjoys boating, working out, reading, and playing cards with family and friends.

L A Z B O Y

JOYBIRD

american drew
inspired design

England

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