



## Rob Sundy

PRESIDENT, RETAIL

TEAM MEMBER SINCE 2021



### ROB SUNDY SERVES AS PRESIDENT, RETAIL FOR LA-Z-BOY INCORPORATED. (NYSE:LZB).

Sundy leads La-Z-Boy Incorporated's Retail segment, overseeing 208 of the nearly 370 La-Z-Boy Furniture Galleries® stores, as well as sales to the remaining independently owned La-Z-Boy Furniture Galleries® stores. In addition, he is responsible for the company's marketing function. Sundy was appointed to this role in October 2025. A seasoned executive with over 25 years of experience in marketing and general management, he has a strong track record of developing innovative strategies to build and strengthen iconic brands.

Prior to his current role, Sundy served as President, La-Z-Boy Brand and Chief Commercial Officer, where he led all aspects of sales, merchandising, marketing and consumer insights for the La-Z-Boy branded business globally.

Before joining La-Z-Boy Incorporated, Sundy held leadership roles at Whirlpool Corporation, including Head of Brand Marketing, Licensing and Creative Studios for the North American region. He was responsible for brand marketing across a \$9 billion business portfolio, including brands such as Whirlpool, Maytag, KitchenAid, and Amana, in addition to overseeing the Gladiator business and licensing P&L.

Earlier in his career, Sundy 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.

Sundy 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.

Active in the community, Sundy currently serves on the Board for the Ronald McDonald House Charities of Ann Arbor. He previously served as a Board Member for the Boys and Girls Club of Benton Harbor, and as an Advisory Council Member for the Association of Graduates for West Point.

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



**MY FAVORITE PRODUCT**  
The Maddox Sectional.



### BEST THING ABOUT LA-Z-BOY INCORPORATED

Our values of Courage, Curiosity, and Compassion, and how we truly live them in all that we do. It is demonstrated daily in how we treat employees, consumers, customers, and our communities.