



## 2026 Page Spring Seminar



**Linda Findley**  
**President & CEO,**  
**Sleep Number**

Linda Findley joined Sleep Number in April 2025 and is an accomplished senior executive leading consumer brands that combine digital and physical products, with specific expertise in operations management, organizational transformation, marketing strategy, and global expansion. She served as the President, Chief Executive Officer and Director of Blue Apron Holdings, Inc. (formerly Nasdaq: APRN) from 2019

to 2024. From 2016 to 2018, she was the Chief Operating Officer at Etsy, Inc. ("Etsy") (Nasdaq: NYSE), where she oversaw product, design, marketing, and customer engagement and acquisition. Prior to Etsy, Findley held a variety of senior executive roles at Evernote Corp. from 2012 to 2015, including most recently as Chief Operating Officer, and led global marketing, business development, and customer service for Alibaba.com Ltd. She has served on the board of directors of Ralph Lauren (NYSE: RL) since August 2018 and has served as board chair for HeliosX since February 2025. Findley holds a master's degree in journalism from UNC-Chapel Hill and an undergraduate degree in Corporate Communications from Elon University.