

# Sleep Number Appoints Amber Minson as Chief Marketing Officer

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Minson's priorities include an increase in marketing efficiency while establishing a foundation for growth

MINNEAPOLIS--(BUSINESS WIRE)-- **Sleep Number Corporation** (Nasdaq: SNBR) today announced that Amber Minson will join the company as Executive Vice President and Chief Marketing Officer (CMO) on May 12, 2025.

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Minson will lead the company's integrated marketing strategy, driving sustained demand generation, enhancing brand visibility and delivering

media efficiency. She will focus on ensuring message clarity and consistency across digital and in-store experiences and developing partnerships that help Sleep Number connect with new customers.

Minson is an accomplished leader with more than two decades of marketing and brand strategy experience, having built and scaled high-performance marketing organizations for companies including Intuit, Alibaba, Home Shopping Network (HSN) and Comcast NBCUniversal. From 2022 to 2024, she served as Chief Revenue Officer at Blue Apron, where she was responsible for all revenue-generating and customer-facing functions, including growth through strategic pricing and promotional initiatives. Most recently, Minson served as CMO of Casper Sleep Inc. under a contract agreement.

"Amber's joining Sleep Number represents a transition in our marketing strategy, emphasizing efficiency as the foundation for growth," said Linda Findley, President and CEO of Sleep Number. "She will help us reshape how we engage with customers in an increasingly competitive and dynamic marketplace. Amber has successfully led both brand and performance marketing and has a track record of using data to strengthen relationships with existing

customers and effectively acquire new ones. I look forward to working closely with Amber as we reevaluate our marketing strategies in today's challenging market environment."

"I am thrilled to join at such a pivotal time, with the opportunity to accelerate and shape how we connect with customers in this dynamic and digital marketplace," said Minson. "The Sleep Number brand has a solid foundation and an exciting future, and is well-positioned to capitalize on consumers' increasing demand for products that enhance their sleep. I am excited to partner with Linda and the rest of the team to unlock the next chapter of growth, engagement and impact."

Minson succeeds Kevin Brown, who is departing the company to pursue new opportunities.

## About Sleep Number Corporation

Sleep Number is a sleep wellness company. We are guided by our purpose to improve the health and wellbeing of society through higher quality sleep; to date, our innovations have improved nearly 16 million lives. Our sleep wellness platform helps solve sleep problems, whether it's providing individualized temperature control for each sleeper through our Climate360® smart bed or applying our 32 billion hours of longitudinal sleep data and expertise to research with global institutions.

Our smart bed ecosystem drives best-in-class engagement through dynamic, adjustable, and effortless sleep with personalized sleep and health insights; our millions of Smart Sleepers are loyal brand advocates. And our 3,700 mission-driven team members passionately innovate to drive value creation through our vertically integrated business model, including our exclusive direct-to-consumer selling in nearly 650 stores and online.

To learn more about life-changing, individualized sleep, visit a **Sleep Number® store** near you, our **newsroom** and **investor relations** sites, or **SleepNumber.com**.

## Forward-looking Statements

Statements used in this news release relating to future plans and events such as the statements about the company's ability to drive sustained demand generation, enhance brand visibility, deliver media efficiency, ensure message clarity and consistency, develop partnerships, reshape how the company engages with customers, are forward-looking statements subject to certain risks and uncertainties which could cause the company's results to differ materially. The most important risks and uncertainties are described in the company's filings with the Securities and Exchange Commission, including in Item 1A of the company's Annual Report on Form 10-K and other periodic reports. Forward-looking statements speak only as of the date they are made, and the company does not undertake any obligation to update any forward-looking statement.

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