



Clayton
Bauer
Chairman
and President
of the Board
of Directors
and Chief
Executive Officer
of the Company
and
Secretary



Shelly
R.
Ibach
Chair,
President
and
Chief
Executive
Officer

Shelly
Ibach,

Sleep
Number® setting
40,
is Chair,
President
and Chief Executive Officer
of
Sleep
Number
Corporation,
the
sleep
health,
science,
research
and
innovation
leader whose
purpose
is
to
improve
the
health
and
wellbeing
of
society
through
higher
quality
sleep.
The
company's
revolutionary
360® smart
bed links
proven
quality
sleep
to
individualized
sleep
health through
effortless,
adjustable
comfort
and advanced biometric
sleep
tracking
technology.

As
CEO
of
Sleep

Number
since
June
2012,
Shelly
has
combined
her
passion
for meaningful consumer value
with
her
visionary
leadership
to
position
Sleep
Number
as
a
sleep
tech
wellness
company.
She
had
the
perceptual
acuity
to
understand
the
future
value
of
connected
health
and
the
courage
to
transform
the
company
with
the
commercialization
of
the
360
smart
bed,
an
innovation
which
is

~
delivering
life-
changing
sleep
to
consumers.
Under
Shelly's
leadership,
the
combination
of
the
company's
culture
of
individuality
and
innovation,
mission-
driven
teams,
strategic
consistency
and
focus
for
sustained
superior
stakeholder
value
creation
has
resulted
in
more
than 14
million
lives
improved,
over
14
billion
hours
of
sleep
data
and
over
two
million
smart
sleepers.
She
was

unanimously
voted
by
the
Board
to
its
chair
position
effective
May
2022.

After
joining
the
company
in
April
2007,
Shelly
served
across
a
wide
breadth
of
executive
leadership
roles
in
consumer
strategy,
sales, marketing and
product
development,
including
Chief
Operating
Officer
in
2011.
Based
in
Minneapolis,
Sleep
Number
employs over 5,500
team
members
and
operates 650
Sleep
Number® stores
located
in

all
50
U.S.
states.
She
has
led
the
company
to
deliver
transformational
sleep
health
innovations
and
collaborations,
including
a
long-
term
relationship
with
Mayo
Clinic
to
further
sleep
science
with
an
emphasis
on
cardiovascular
medicine,
and
a
groundbreaking
partnership
with
American
Cancer
Society
to
embark
upon
foundational
sleep
research
to
inform
the
first-
ever,
cancer-
specific

,
sleep
guidelines.
Prior
to
Sleep
Number,
Shelly
honed
her
instincts
as
an
expert
retailer
and
brand
marketer
during
her
20-
year
tenure
at
Target
Corporation
and
Macy's.

Shelly
was
named
Minneapolis/St.
Paul
Business
Journal's
2019
Executive
of
the
Year
and
was
named
EY
Entrepreneur Of The
Year® 2019
National
Finalist.
In
2021,
she
became
a
member
of
the

Mayo
Clinic
Cardiovascular
Research
Center
(CVRC)
External
Advisory
Board.
She
is
also
the
chairperson
for
the
American
Cancer
Society's
CEOs
Against
Cancer
Minnesota
chapter
and
serves
on
the
executive
committee
of
the
Minnesota
Business
Partnership,
an
organization
focused
on
further
enhancing
the
region's
quality
of
life.

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