

Doug Collier (MBA '89)

Chief Marketing Officer, La-Z-Boy Incorporated

Lives in: Ann Arbor, MI

Works in: Monroe, MI



BEST THING ABOUT MY JOB: It's inspiring to lead the marketing efforts for one of North America's most iconic brands. I am constantly amazed at the depth of connection and meaning that La-Z-Boy furniture has in so many people's lives.

MY BIGGEST CHALLENGE: The La-Z-Boy brand has invaluable equities such as comfort, quality and relaxation, but at the same time is associated with one of our products, the old puffy recliner. We strive to have our marketing break out from the 'sea of sameness' that is furniture advertising.

MOST IMPORTANT SKILLS FOR MY JOB: Creating a clear strategic vision for the marketing team and our external partners, and then driving the execution of that vision with creativity, innovative thinking, discipline and rigorous analytics.

PROUDEST MOMENT: Other than when my wife foolishly and impetuously decided to marry me, the day my younger brother named his first born after me.

THE WORDS THAT BEST DESCRIBE ME: Curious.

HOW I RELAX: I love to read, including fiction, history, current affairs, business, backs of shampoo bottles, anything. My wife Ronda and I both enjoy taking walks on the Lake Michigan beach at our home in St. Joseph.

WORDS OF WISDOM: Enjoy a balanced life. After both my wife and I faced and overcame health challenges, it became much clearer that work is not life and life is not work. As one of my La-Z-Boy colleagues likes to say when work gets a little stressful, "furniture isn't fatal."

A 'WICKED' PROBLEM I'VE HAD TO TACKLE: Today's consumers expect to be able to shop and buy online if they desire, but online shopping creates a potential conflict with our independent La-Z-Boy dealers. We therefore designed and launched a system that provides the best of both the online and off-line sales. Our dealers are now willing partners in enabling our customers to shop when and how they want.