



Pete Bills
Vice President of Sleep Science & Research
Select Comfort

Pete Bills, Sleep Number® setting 25, has spent more than 20 years researching sleep, and is focused on studying the critical relationship between sleep, good health and quality of life.

Since joining Sleep Number in 1996, Bills passionately investigates the use of new technologies to promote better sleep. He pioneered the company's pressure sensor technology, IndividualFit™ 3-D Imaging, which is used in all Sleep Number® stores to find customers' ideal Sleep Number® setting (their level of comfort, firmness and support). He also spends countless hours in the lab studying sleep behaviors and patterns. By studying *how* people sleep, Bills plays a pivotal role in designing products that help people sleep *better*.

Bills is an active member of several sleep leadership organizations, including:

- Immediate Past Chair of the Better Sleep Council
- Member of the National Sleep Foundation
- Member of the American Academy of Sleep Medicine
- Adjunct professor at Northwestern Health Sciences University in Minneapolis
- Visiting sleep lecturer at Edina Public Schools

