



Kelley Parker
Senior Product Manager
Select Comfort

Kelley Parker, Sleep Number® setting 85, is responsible for the commercialization and go-to-market strategy for SleepIQ® technology, Sleep Number's revolutionary biometric sleep-tracking technology that helps users achieve their best sleep. Sleep Number gathers more than one billion biometric readings per night, which informs its research and innovation roadmap.

Since joining Sleep Number in 2013, Parker has devoted her time to ensuring hardware, software and design are seamlessly combined to deliver better sleep to customers. She assesses consumer data and offers valuable insights to the product development and marketing teams.

Prior to her current role with Sleep Number, Parker was a technology buyer for Target Corporation.

Parker's work at Sleep Number has been recognized with the following recent awards:

- 2016 CES Innovation Award Honoree – Home Appliances (it bed™ by Sleep Number)
- 2016 CES Innovation Award Honoree – Fitness, Sports & Biotech (it bed by Sleep Number)
- Women's Health Magazine Best of CES 2016 (it bed by Sleep Number)
- 2015 CES Innovation Award Honoree (SleepIQ® Kids)
- Winner of the 2014 CES International CES Innovations Design and Engineering Awards Honoree (Sleep Number® x12 bed)
- Reviewed.com Editor's Choice Award 2014 (Sleep Number x12 bed)
- Engadget Best of CES 2014 Finalist (Sleep Number x12 bed)

