

VIRGINIA GROPPO, BRAND MANAGER, TEMPUR



Bio: Virginia is a passionate brand leader at Tempur Sealy International, one of the largest mattress manufacturers in North America. She started in her career as a Brand Analyst with the company and was promoted to an Associate Brand Manager. In her current role, she is dedicated to growing and advocating for the Stearns & Foster brand (the fastest-growing premium innerspring mattress brand in the US). She has led the development and launch of several multimillion-dollar mattress lines, including the company's first eco-friendly product. Her previous experience includes a professional internship with The Walt Disney Company, supporting merchandise development. She holds an M.S. and B.S. in Merchandising, Apparel, and Textiles. While pursuing her M.S., she acted as the Textile Laboratory Supervisor. Virginia is grateful for the knowledge she gained from the department of Retailing and Tourism Management, which has enabled her to succeed in her current role.

Job Description: As an Associate Brand Manager, Virginia is responsible for leading successful product launches, growing brand awareness, and driving revenue. Presentation on the retail floor is extremely important in the mattress industry, as most consumers still prefer to visit stores to test products. Virginia leverages consumer insights to ensure products meet the target consumers' needs and are visually appealing to attract attention on the retail floor. She acts as a brand steward, ensuring that marketing efforts are cohesive and appropriately represent the brand across all channels. Advocating for her brand is crucial, and her responsibilities can include presenting at PR events, furniture markets, product previews, and sales events. Additionally, Virginia is responsible for analyzing sales data, which she uses to identify areas of opportunity for driving revenue growth for her brand. No two days in a Brand Management look the same, and Virginia enjoys the diverse responsibilities of the role.

Products Developed: Stearns & Foster 2022 mattress and pillow product lines, Sealy Naturals, Costco Kirkland Signature Lakeridge, and coming in 2026 Stearns & Foster's newest mattress line.