



NEWS RELEASE

# Bed Bath & Beyond Appoints Kyla Robinson to Lead Technology Transformation Across “Everything Home”

2026-04-27

NEW YORK--(BUSINESS WIRE)-- Bed Bath & Beyond, Inc. (NYSE: BBBY) (“Bed Bath & Beyond” or the “Company”) today announced that Kyla Robinson will join the Company as Chief Technology Transformation Officer, reporting to President Amy Sullivan.

This role is about one thing: Building the intelligence layer that powers our entire business.

Over the last two years, the Company has assembled the pieces including retail, home services, financial products, and a growing portfolio of brands. The next phase is connecting those pieces into a single system that learns, adapts, and improves over time.

Kyla will lead that effort.

“Kyla is a proven technology and product leader who understands how to translate data and AI into real customer outcomes,” said Amy Sullivan. “As we build Everything Home, this is about creating one system that understands the customer, the home, and what comes next.”

She will be responsible for building a unified technology and data platform that connects our omnichannel retail experience, home services, product ecosystem, and financial capabilities into a single, intelligent system.

At the center of this work is our Home Operating System, powered by a unified customer data layer that brings together behavior, homeownership data, financial signals, and enterprise operations. This system is designed to move beyond transactions to prediction, enabling us to anticipate needs, automate decisions, and continuously improve how we serve customers.

AI will be embedded across the platform to simplify workflows, eliminate redundancy, and create a more efficient and responsive business, while delivering a more personalized and relevant experience for the customer.

Kyla will lead the Company's enterprise technology roadmap with a focus on:

- Building a unified data and identity layer, including integration with Bilt
- Advancing AI and customer intelligence to enable predictive, lifecycle-driven engagement
- Modernizing and securing platforms across stores, digital, and services
- Driving product and technology innovation across retail, ecommerce, and the broader home ecosystem

Kyla Robinson added, "The opportunity to build a system that connects data, technology, and the full home lifecycle is incredibly compelling. I am excited to help create a more intelligent, adaptive platform that improves both the customer experience and how the business operates."

Kyla brings more than 15 years of experience leading digital commerce, product, and technology organizations. Most recently at SPANX, she oversaw digital commerce, product, engineering, and customer experience for the direct to consumer business. Prior to that, she held leadership roles at Nike, Walmart, and Saks Fifth Avenue, where she built and scaled digital platforms and customer experiences across channels.

## About Bed Bath & Beyond

Bed Bath & Beyond, Inc. (NYSE:BBBY) is building an integrated home ecosystem designed to make living in, financing, protecting, and caring for a home simpler, more accessible, and more affordable. Through a portfolio of trusted retail brands—including Bed Bath & Beyond, buybuy BABY, Overstock, Kirkland's and, upon completion of the merger, The Container Store—the Company serves millions of customers through omnichannel experiences that act as the front door to the home. These brands generate meaningful engagement, transaction data, and long-term customer relationships across every stage of home ownership and family life. At the center of this ecosystem is Beyond, the Company's loyalty, data, and services layer, where commerce, financial services, insurance, and protection products converge. By leveraging an asset-light model and a growing home products and services business—including installation, maintenance, and ongoing care—Beyond reduces friction, lowers costs, and expands access for consumers while increasing lifetime value and engagement. The Company also invests in and operates differentiated blockchain and data infrastructure, including tZERO and GrainChain, which enhance transparency, efficiency, and liquidity across financial services, supply chains, and real-world assets. These capabilities support secure transactions, trusted data, and innovative ownership and financing models aligned with the future of the home. Together, Bed Bath & Beyond's retail brands, digital platforms, financial and protection services, and technology investments form a connected system designed to advocate for consumers while generating durable, recurring value for shareholders.

## Cautionary Note Regarding Forward-Looking Statements

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933 and Section 21E of the Securities Exchange Act of 1934. Such forward-looking statements include all statements other than statements of historical fact, including but not limited to statements regarding: statements regarding the impact of executive transitions, roles and responsibilities; statements regarding our partnerships and future performance of those partnerships; the Company's market opportunity; and the Company's strategies, forecasts, financial outlook, and plans, and the related expected benefits, shareholder value and synergies, and timing of any of the foregoing. Additional information regarding factors that could materially affect results and the accuracy of the forward-looking statements contained herein may be found in the Company's Annual Report on Form 10-K for the fiscal year ended December 31, 2025, filed with the SEC on February 24, 2026, and in our subsequent filings with the SEC.

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Source: Bed Bath & Beyond, Inc.