

# Sonos Appoints Frank Barbieri as Chief Operating Officer

**Consumer electronics and retail veteran joins to lead operational execution as company returns to growth**

**SANTA BARBARA, Calif. — May 4, 2026 —** Sonos, Inc. (Nasdaq: SONO) today announced that Frank Barbieri has been appointed Chief Operating Officer, effective today. Barbieri will report directly to Chief Executive Officer Tom Conrad and will be responsible for the engine that connects the company to its customers and partners: direct-to-consumer and customer experience operations, partnerships and IT. Bringing these teams under one leader will elevate the end-to-end customer experience, drive cohesion, and enable Sonos to move faster and more effectively as a company.

Frank Barbieri brings more than 25 years of experience building and scaling consumer businesses at the intersection of commerce, media, and technology. He joins Sonos from Walmart, where he led the company's omnichannel consumer content, media and gaming operations across both stores and e-commerce, one of the largest entertainment portfolios in U.S. retail. Before that, he served as President for several of Walmart's DTC businesses, including Art.com, building direct customer relationships at scale. Prior to Walmart, he held senior roles across the consumer technology and retail sectors, beginning his career at Microsoft.

"I've known Frank for nearly two decades, and I've seen firsthand how he builds and leads teams," said Tom Conrad, CEO of Sonos. "He brings a deep sense of ownership and a high bar for execution. As we build on our

momentum, he's exactly the kind of leader who can help us translate our strategy into results."

"Sonos has been the animator of the most joyful moments of my life so its purpose – to elevate life through sound – is something I connect with personally," said Frank Barbieri, Sonos COO. "With its product innovation and marketing engines reignited, I'm looking forward to driving that same momentum through the operational systems connecting our products to our customers and partners."

The appointment coincides with Sonos' Second Quarter Fiscal 2026 earnings release, in which the company reported revenue of \$282 million, up approximately 8% year over year and near the top end of its guidance range.

### **About Sonos**

Sonos (Nasdaq: SONO) is a leading audio company dedicated to elevating life through sound. Sonos has built a connected system that brings together all the sounds people love, from music and movies to stories and conversations. Its portfolio of home theater speakers, components, plug-in and portable speakers, and headphones grows more powerful with every room and device added. Trusted by more than 17 million households in over 60 countries, Sonos is headquartered in Santa Barbara, California. Learn more at [www.sonos.com](http://www.sonos.com).

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