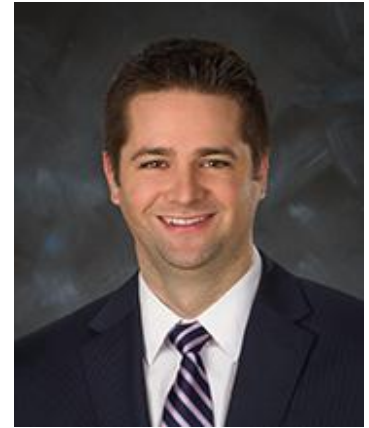




Shawn Ashby
Whirlpool Laundry Brand Manager



Shawn Ashby is a Brand Manager at Whirlpool Corporation. In this role, Shawn leads branded value propositions from concept to launch for the Whirlpool Brand Laundry business. This includes creating integrated marketing plans for top load and front load laundry product launches. In addition, Shawn leads the strategy for defining brand-right solutions in the product innovation pipeline to deliver unique value to Whirlpool consumers.