

Deb Boyda

Chief Executive Officer, Isobar

Deb Boyda is CEO for Isobar, a digital technology professional services organization that helps companies digitize their businesses through technology enabled customer experiences and e-commerce solutions. She is responsible for the revenue, profit and strategic vision of this \$100M digital firm.

Deb focuses on advising organizations in digital maturity assessment, digital strategy, customer journey interrogation, experience blueprinting and planning and delivering large scale digital transformations that generate millions in new value for organizations of all sizes. She has a breadth of industry knowledge, advising senior executives across healthcare, financial services, retail, travel & hospitality and consumer products on their digital transformations.

Deb brings over 30 years of business leadership experience in professional services, with a reputation for setting strategic vision for companies in transformation and the sharp customer insight and operational expertise to make the vision real. She works with the highest level of integrity and is acknowledged for her ability to build 'whole brained' teams who win together with a spirit of authenticity and humanity. Deb is a champion for equity in the corporate world and has addressed these issues in her workplaces, addressing pay equity, hiring practice and career advancement issues in the technology and professional services fields.

Since moving into her role as CEO of Isobar, Deb Boyda has executed a business turnaround, reversing a 5-year profit decline while acquiring and successfully integrating an independent \$50MM e-commerce company to amplify the core offerings of Isobar US. Deb is also building Isobar Federal, a stand-alone new business dedicated to providing technology and CX solutions for the US Government in a security cleared environment. She has architected the vision, strategy and M&A approach for this new entity. Deb leads Isobar's Government Security Council and the Isobar Federal board and possesses government security clearance. She is a member of the Dentsu Aegis North American Executive Leadership team.

In 2014, Deb became President at Razorfish. There she had full P&L responsibility and led over 400 employees. At Razorfish, Deb led the turnaround of the business, driving \$40MM in new revenue by acquiring customers seeking to digitize their businesses in order to compete in the new economy. Deb also successfully integrated Razorfish with a newly acquired technology firm, Sapien, into a single business and served on the North American ELT. Upon accepting the CEO role at Isobar, Razorfish had grown into a thriving \$265MM digitally focused professional services business with a vastly expanded portfolio of clients.

Previously, Deb was the Vice President and General Manager of a \$450MM business unit at Beam Global Spirits & Wine. At Beam, her focus was the growth of a 'new ventures' portfolio of recently acquired brands. With full P&L responsibility, Deb led the repositioning, integration and expansion of numerous spirits brands into Beam while accelerating the innovation pipeline within the company. This resulted in Beam's entry into the wine category and the establishment of several new businesses targeting diverse consumers. During her tenure Deb brought contemporary marketing acumen into the organization, which resulted in consistent double-digit profit growth.

Currently, Deb is a board advisor for Wells Enterprises, a \$2B privately owned CPG company. As a classically trained marketing executive, Deb brings her deep understanding of customer behavior and contemporary



knowledge of the tools and techniques essential to creating high impact customer experiences in the digital economy into the board room. She is a chairman of the Compensation Committee and leads a special Marketing Committee, designed to advise the Wells organization as they professionalize their marketing function. Deb also serves on the Nominating & Governance and the Audit committees with Wells.

In addition, Deb is a board director for The Chicago Network, an organization of Chicago's most influential women leaders dedicated to the empowerment of women in the business, cultural, non-profit and educational communities.

Deb holds BA from Harvard University and an MSA from Northwestern University. She resides in Chicago.