



Deb Boyda

Deb Boyda is an experienced board director and former CEO with a track record of helping companies digitize their businesses through technology enabled customer experiences and e-commerce solutions. Deb advises organizations on digital maturity, digital strategy, customer experience planning and delivery of large-scale digital transformations that generate millions in new value for organizations. 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 is a board director 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 tools, that are essential to creating high impact customer experiences in the digital economy, into the board room. She is Chairwoman of the Compensation and Talent Management Committee, where she focuses on guiding Wells' executive performance evaluation and compensation plans as well as the introduction of critical ESG initiatives. She also serves on the Nominating & Governance and the Audit committees with Wells.

Deb is also a board director at Trustmark Benefits, a national employee benefits company with \$2.5B in assets and an A- (excellent) rating by A.M. Best. Deb serves on both the Audit and Compensation committees with Trustmark and brings the voice of the customer into board discussions as Trustmark focuses on solving complex employee benefit problems.

Deb brings 35 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 is acknowledged for her ability to build 'whole brained' teams who win together. Deb is a champion for equity in the corporate world and actively addresses these issues in her board and corporate work with pay equity, diverse hiring and career advancement initiatives.

As the former CEO of Isobar Deb was responsible for the revenue, profit and strategic vision of the \$200M digital firm. Deb served on Dentsu's North American Executive Leadership team. Isobar is part of the multi-billion-dollar Dentsu International network.

As CEO of Isobar, Deb 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 also established Isobar Public Sector, a stand-alone business dedicated to providing technology and CX solutions for the US Government in a security cleared environment. She architected the vision, strategy and M&A approach for this new entity. She led Isobar's Government Security Council and was Chairman of the Isobar Public Sector Board of Directors.

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/General Manager of a \$450MM business unit at Beam Global Spirits & Wine. Her focus was the growth of a 'new ventures' portfolio of 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 in the company. This resulted in Beam's entry into the wine category and the creation of new businesses targeting diverse consumers. During her tenure Deb brought contemporary marketing acumen to the organization, resulting in consistent double-digit profit growth.

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 and a member of Women Corporate Directors.

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