



## DEBORAH BOTHUN

Deborah Bothun is a respected board director and senior executive with a proven track record of success working in disruptive industries. She brings more than 20 years of leadership experience in the areas of strategic planning, operations, finance, deal due diligence and sales and marketing with PwC, one of the largest professional services firms in the world. At Merryck & Co she mentors senior leaders and emerging C-suite executives.

*“Deborah is masterful at weaving the tangential points back into the structured dialogue to yield new insights and contribute to the development of the action plan.”*

*- Managing Director, Global Investment Management Company*

In addition to her work at Merryck & Co., Bothun is also an advisor for Strategy & Innovation for Young & Rubicam’s BAV Group. BAV Group is a global strategic consultancy with expertise in corporate, brand and marketing strategies and customer insights. Bothun serves as Board President for the USC Marshall School of Business, Institute for Communications and Technology and serves as a member of the UNICEF New York Philanthropic Advisory Board. She is also a recognized thought leader and published author on disruptive trends at the intersection of emerging technology and consumer behavior.

In her 21-year career with PricewaterhouseCoopers, Bothun was the Entertainment and Media Leader globally and the US Leader for Entertainment, Media and Communications industries, across audit, tax and advisory. In her role as a Global Industry Leader, she led the audit, tax and advisory entertainment practice across 54-countries, shaping the client, market and people strategy. She expanded the market share by 30% in three years amid a flat \$5.6B global market for entertainment and media consulting deals and services.

Prior to her role as global industry leader, Bothun served as U.S Industry Advisory Leader where she developed strategy, managed profitability, identified and managed investments, and developed partners and leaders for a national consulting practice. In this role Bothun grew PwC’s US entertainment, media and communications consulting practice 24-fold in 9 years.

Prior to her work at PwC, Bothun served as financial consultant and a forensics partner and director for several years. She has been a Chartered Financial Analyst since 1993.

Bothun has an MBA in finance & accounting from the Kellogg School of Management, Northwestern University. She completed her undergraduate work at DePaul University. She currently splits her time between New York City and Del Mar, California.