



DEBORAH BOTHUN

Deborah Bothun is a respected board director and senior executive with a proven track record of success working in disruptive industries. She joined Merryck after more than 20 years with PwC, one of the world's largest professional services firms. At Merryck, she mentors senior leaders and emerging C-suite executives. She is also a recognized thought leader and published author on authentic leadership and disruptive trends at the intersection of emerging technology and consumer behavior.

In addition to her work at Merryck, Deborah is a fellow with CEO Action for Racial Equity, an alliance of 100+ companies advancing racial equity from the public policy side.

Her current board activities include PwC's National Retired Partners Committee, UNICEF's NY Philanthropic Advisory Board, and the Institute for Communications and Technology at USC's Marshall School of Business. On a special projects basis, she's a strategic advisor to BAV Group—a brand consultancy in VMLY&R, one of the world's largest ad agencies.

Prior to joining Merryck, Deborah was PwC's Global Industry Leader for Entertainment and Media. She led a team of 12,000 professionals across 54 countries and mentored more than 100 professionals into PwC partnership and leadership positions. 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 work at PwC, Bothun served as a financial consultant and a forensics partner and director for several years.

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.

"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