

Deb Boyda

Deb Boyda is an accomplished board director and former CEO with a track record of leading companies to accelerated growth, profit expansion and enhanced shareholder value. As a board director, Deb has robust experience working in a range of corporate structures: private companies, public companies, private equity backed companies and mutuals. She has provided board oversight and counsel through multiple acquisitions/integrations and several successful sales transactions. Prior to focusing on corporate board service, Deb was a well-respected leader in the marketing/advertising industry with proven success using her global marketing experience, brand identity management and digital solutions to deliver business transformation and growth for challenged businesses.

Deb is currently a board director at **Trustmark Mutual Holding Company**, a national insurance benefits company. Deb serves on both the Audit and Compensation committees. Deb has advised the organization through a strategic transformation; CEO succession; multiple acquisitions and the successful sale of Trustmark's Health Benefits unit to HCSC.

Deb is also a board director at **ConceiveAbilities**, a national reproductive technology company with partnerships at leading global medical institutions. In that board role, she lends her expertise as the organization contemporizes digitally and scales in this dramatically expanding sector of health care.

From 2017-2023, Deb served as board director for **Wells Enterprises**, the largest privately owned ice cream manufacturer in the US. There, she was Chair of the Compensation and Talent Management Committee and served on the Nominating & Governance and Audit Committees. Under board oversight, Wells acquired several manufacturing assets and transformed from a contract manufacturing company into a brand led marketing organization. Wells completed a successful sale to the Ferraro Group in 2023, delivering substantial return for shareholders.

Deb also served as board director for **Paya** (NASDAQ: Paya.) Paya is a leading provider of integrated payment processing and commerce solutions. Deb joined the Paya board through GTCR, a private equity firm. Deb's board service with Paya concluded with the successful sale of the company to Nuvei in 2023.

Deb was the President/CEO of two tech-backed digital business transformation firms, **Publicis Sapient** and **Dentsu/Isobar**. In those roles, Deb executed successful corporate turnarounds, using an astute combination of strategic planning, marketing/brand reputation management, strategic acquisitions, and inspiring human capital leadership. As an experienced leader of digital business transformations, Deb helped companies digitize their businesses through tech-enabled customer experiences and e-commerce solutions. She has a breadth of industry knowledge, advising senior executives across healthcare, financial services, retail, travel & hospitality, and consumer products on their digital transformations.

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. There, Deb executed a business turnaround, reversing a 5-year profit decline while acquiring and successfully integrating an independent \$50MM e-commerce company. Deb also established Isobar Public Sector, a stand-alone business dedicated to providing technology and CX solutions for the US Government. She led Isobar's Government Security Council and was Chair of the Isobar Public Sector Board of Directors.

In 2014, Deb joined Publicis/Razorfish as regional President, to execute a turnaround and reputation rehabilitation of a troubled business operation. There she increased top line revenue by 200% and drove millions in new business acquisition. She also spearheaded the successful integration of Sapien and Razorfish to form Publicis Sapien. Deb served on the Publicis Sapien 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 \$350MM business unit at Beam Global Spirits & Wine. Deb began her career delivering marketing and branding solutions for P&G and Unilever brands.

In addition, Deb is a board director for The Chicago Network and a member of NACD, Women Corporate Directors, International Women's Forum, and Extraordinary Women on Boards. Deb holds BA from Harvard University and an MSA from Northwestern University. She lives in Chicago.