



**Deb Boyda**  
**Independent Board Director. Strategic Advisor.**  
**Former CEO: Isobar**

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 and customer experience initiatives that generate millions in new value.

Deb serves as board director for Wells Enterprises, a \$2B family-owned CPG manufacturer. She chairs the Compensation & Talent Management Committee for the Wells board and also serves on the Nominating & Governance and Audit committees. Deb is also a board director for 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.

In the non-profit sector, Deb serves as Treasurer for The Chicago Network, an organization of Chicago's most influential women leaders dedicated to the empowerment and professional progress of women of all races and backgrounds.

Previously, Deb was the CEO of Isobar/Dentsu and President at Publicis:Sapient/Razorfish, both leading digital technology firms in multi-billion dollar global professional service networks. In her role, Deb was dedicated to helping companies execute successful digital transformations of their businesses.

As CEO/President, Deb led the successful acquisition of a \$50MM independent e-commerce company as well as the integration of multiple acquired companies during her tenure. Deb also has over 35 years of marketing expertise in consumer goods and is adept at bringing the voice of the customer to the forefront, ensuring marketplace success of key initiatives.

Deb is a member of National Association of Corporate Directors and Private Corporate Directors Association.

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