

# Deborah Bothun

Former Global Lead, Media, & Entertainment Practice  
PwC



Deborah Bothun is a respected board director and senior executive with a proven track record of success working in disruptive industries. She joined The ExCo Group after more than 20 years with PwC, one of the world's largest professional services firms. At The ExCo Group, 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.

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

Prior to joining The ExCo Group, 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, forensics partner, and director for several years.

Bothun has an MBA in finance and accounting from the Kellogg School of Management, Northwestern University, and completed a master's in mental health and wellness at NYU to better understand leadership behaviors and growth. She holds an undergraduate degree from 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**

