

## **DEBORAH BUTLER**

Deborah has served as architect and leader of global privacy and information governance programs for global Fortune 500 companies in the financial services, technology, and pharmaceutical sectors, managed legal and business teams, and represented legal clients in a variety of high-stakes transactions and initiatives in the private and public sectors.

She is known for mastering emerging areas of law and technology, translating legal and policy requirements into feasible business processes which drive cultural transformations that mitigate risk and enable revenue growth. She has been recognized for her leadership in developing and implementing best practices in privacy, cybersecurity, information governance, public pension law, and complex commercial transactions. Deborah continues to monitor and develop evolving best practices in the artificial intelligence/emerging technologies space and has been a regular public speaker in multiple national forums.

A Philadelphia native, Deborah initially practiced law in full-cycle commercial real estate development in the U.S. Virgin Islands as in-house counsel and a sole practitioner. She later was a Senior Attorney with the FDIC during the savings and loan crisis, developing litigation and mediation strategies that recovered ~\$200 million in assets from failed banks by implementing the newly promulgated Financial Recovery, Reform, and Enforcement Act (FIRREA). She subsequently was appointed Chief Deputy City Solicitor for the City of Philadelphia Law Department, serving as general counsel to the Board of Pensions and Retirement. She established the first public pension legal practice for its then \$5 billion investment portfolio. She also supported the City's first \$2.1 billion pension bond transaction and performed the workout of \$20 million of non-performing real estate assets. In addition to managing her staff's legal services for 55+ City departments, she also managed her own caseload, including participating in numerous high-profile Center City transactions, such as the 2000 Republican National Convention deal.

Deborah then returned to the private sector where she designed and built Unisys Corporation's first global privacy program from concept through implementation in the early 2000's, leading three multinational cross-functional teams. She also supported development of the company's first global e-mail marketing program, counseling scores of internal clients annually regarding marketing campaigns and cross-company privacy issues as well as negotiating multimillion dollar commercial customer and business partner transactions, including serving as the alliance attorney for the then biggest B2B software vendors, Microsoft, Oracle, and Siebel.

Deborah's reputation for developing cutting-edge business-focused and risk-mitigating privacy processes subsequently led to her appointment as Chief Privacy Officer of Wyeth Pharmaceuticals, a position she held until Wyeth's merger with Pfizer Inc. While at Wyeth, she designed, led, and implemented its first global program protecting all personal data, including data privacy protection policies and procedures for all patients, customers, employees, and stakeholders. She directed the transfer of personal data for the 48,000+ Wyeth employees joining Pfizer and led remediation efforts for two major vendor data breaches, one affecting 12.5 million individuals.

As the Knowledge Assurance Director at Dell Technologies, Deborah transformed its traditional global records management function into a holistic information governance consultancy for the protection,

management, and disposition of Dell confidential information, including leading the global deployment of the then new Titus data classification software to 116,000 users, laying the foundation for the rollout of data loss prevention (DLP) technology.

Most recently, Deborah was SVP, Head of Third-Party Data Services Management at Truist Bank. She initiated and led strategic enterprise-wide tiger teams to address risk areas to the business, including data privacy, cybersecurity compliance, and right-sizing critical vendor relationships. She revamped and led the preparation of the legally required Corporate Information Security Annual Reports and spearheaded enterprise participation in the Financial Data Exchange, a non-profit consortium developing and promoting an API standard for the secure and convenient transfer of financial personal data. In addition, she formed and led tiger teams to drive compliance with the newly promulgated Global Data Protection Regulation (GDPR) and supported California Consumer Privacy Act (CCPA) compliance.

Deborah's public speaking topics include privacy, cybersecurity, information governance, data classification topics, and e-mail marketing, including in-person at the Dan Solove's Privacy + Security Forum in Washington, D.C., Today's General Counsel Institute in Atlanta, GA, and the EisnerAmper Business Summit in Philadelphia, PA as well as virtually, including at SC Magazine and other webinars.

She was named a "privacy pro" by the International Association of Privacy Professionals (IAPP). In addition, she holds a certification for an IAPP Certified Information Program Manager (CIPM) and an AWS Cloud Practitioner certification. She expects to obtain her IAPP Artificial Intelligence Governance Professional (AIGP) certification in Q3 2024.

Deborah has long been actively engaged in the Philadelphia and Charlotte communities, supporting the Philadelphia Museum of Art, The Barnes Foundation, National Constitution Center, Kimmel Center, Museum of American Revolution, Rebuilding Together, Metropolitan Area Neighborhood Nutrition Alliance (MANNA), and breast cancer causes as well as many Truist-sponsored events in the Charlotte area.

Deborah earned a Juris Doctorate from the UCLA School of Law and a Bachelor of Arts in Sociology and Psychology from Occidental College, both in Los Angeles, CA. She is a member of the Bar in Pennsylvania and the U.S. Virgin Islands, a Life Fellow of the American Bar Foundation, and was awarded a City of Philadelphia Liberty Bell (the city's second-highest civic award).