

Martha Parker

Partner



Select Executive Experience

Back Roads Entertainment (2020)
Corporate Treasurer and EVP Finance

Warner Bros. Discovery (2007-2016)
VP Program Acquisitions Finance

Liberty Global (2006-2007)
Assistant Corporate Controller

The Sports Authority (2004-2006)
Group Director of Accounting

The Coca-Cola Company (1989-2004)
Financial Services Manager

Arthur Andersen & Co. (1986-1989)
Senior Auditor

Core Competencies

Big Four

Mergers & Acquisitions (Valuations, Deal Structure, Due Diligence)

Financial Planning & Analysis

Technical Accounting

Fraud & Forensic Accounting

Litigation Services

Bankruptcy

Accounting Process Transformation

Business Process Improvement

Strategic Operations

ERP Implementation

Executive Advisor

Executive Profile

Martha Parker is a partner on the Southeast team of SeatonHill. She has over 30 years of experience as a Big 4 auditor, CPA, and finance executive serving multiple industries with emphasis on Media, Retail, and Food and beverage. Within the media sector, Martha has worked with cable networks, television production, and international media organizations where she led financial valuations for the acquisition of billions of dollars of television series and films. For the world's largest beverage corporation, she led the Corporate accounting and finance team and managed a \$1.5 billion annual operating budget. For a major US retail brand, Martha conducted a comprehensive transformation of the accounting processes and reconciled a \$10M previously unreconciled gift card balance. For SeatonHill clients, Martha engaged in forensic accounting projects to investigate a potential fraud issue and resolved a \$25M accounting dispute. Martha also holds a CFF (Certified in Financial Forensics).

Industry Experience

Big 4 Accounting Firm

Media

Retail

Food & Beverage

Consumer Packaged Goods

Manufacturing

International

Real Estate

Education & Certifications

MBA
Emory University (Goizueta Business School)

BS, Commerce-Accounting
University of Virginia

CPA (Certified Public Accountant)

CFF (Certified in Financial Forensics)



Our partners have deep experience across multiple industries, and can quickly integrate into your organization to provide the insights you need to succeed in today's marketplace.

Martha Parker
Partner



Key Experience

SeatonHill: As Partner, Martha has served as CFO for media, food and beverage, manufacturing, distribution, and healthcare companies as follows:

- **Healthcare Company:** Martha led a forensic accounting project which resulted in the resolution of a \$25M dispute in favor of her client when their largest customer claimed that the client owed them \$25M. Martha was engaged to determine if the amount was indeed owed. She followed all material accounting transactions; documented current account processes, identified gaps, and designed future processes. She also reviewed contracts and determined the following: transactions totaling \$21 million were recorded by the client with no substantive support, monthly fees paid were not based on rates and volumes specifically defined in contracts, and at month-end, the client took 21 days to invoice the customer. Martha determined that not only did the client not owe the customer \$25M, but the customer owed the client approximately \$400,000. She also shortened the month-end close process by 20 days by designing a process to invoice the client one business day after month-end close.
- **Distribution Company:** Martha was engaged for an M&A project by the buy-side client for strategic acquisition. She performed a valuation of the target company and recommended a purchase price lower than the client and target company had anticipated. Martha designed deal terms for acquisition including earn-out. She completed due diligence on the target, resulting in a decrease in the recommended purchase price of \$2.7M due to her findings.
- **Distribution Company:** Martha was engaged for a forensic accounting project to investigate why the cash balances were lower than what would be expected given revenues. Martha documented current accounting processes and tracked selected transactions through the accounting system. She determined the existence of manual processes after the entry of the customer order in the revenue module and before the contract was entered into the billing module of the accounting system, resulting in no way to systemically "audit" the transactions. Martha highlighted for the client the existence of material risk for fraudulent transactions and provided recommendations for enhancing the accounting system and processes to mitigate the risk of fraud.

Warner Bros. Discovery (formerly Turner Broadcasting): As VP of Program Acquisitions Finance for The Turner Broadcasting cable networks, Martha led financial valuations for licensed programming investments and sales, including the acquisition of television series and films totaling up to \$1 billion annually. Licensed acquisitions included The Big Bang Theory, Family Guy, Castle, and Hawaii Five-0 among others, with several deals individually valued up to \$600 million. Networks included TBS, TNT, Cartoon Network, Adult Swim, Boomerang, truTV, and TCM. Martha also provided financial advisory services, determining the optimal deal structure and accounting treatment. She collaborated with the EVP of Program Acquisitions on acquisition scenarios and negotiating strategies with distributors including NBC Universal, Twentieth Television, and Warner Bros. Television, among others. She partnered with Tyler Perry Studios on the acquisition of original productions House of Payne, Meet the Browns, and For Better or Worse.

Liberty Global: As Assistant Corporate Controller for this international media company, Martha ensured financial transactions were properly recorded in the General Ledger for this international company with \$6.5 billion in Sales. Martha directed the month-end close process for over 90 entities worldwide and ensured close was completed on time. She managed accounting for unconsolidated subsidiaries and stock compensation for all entities globally.

The Sports Authority: As Group Director of Accounting for this national retail chain, Martha ensured that \$2.5 billion in financial transactions were properly recorded in the company's general ledger. In her first six months, she reconciled a \$10M previously unreconciled gift card balance.

The Coca-Cola Company: As Financial Services Manager for the Corporate Division, Martha coordinated the Corporate Business Plan process for \$1.5 billion in operating income. She reviewed business plans with the President and CFO of the company.

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