

Martha Parker

SeatonHill Partner

CORE COMPETENCIES

Big Four • Financial Planning and Analysis • Early-Stage Fundraising • Financial Modeling
• Valuation • Technical Accounting • Accounting Process Transformation • Auditing
• Business Process Improvement • Operations • Executive Advisor

EXECUTIVE PROFILE

Martha Parker is a partner in the Atlanta office 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 & 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, where she shortened the month-end close cycle and enhanced internal controls. Martha's industry experience includes public accounting, financial planning and analysis, financial modeling, valuation, international accounting and reporting, and controllership.

KEY ENGAGEMENTS

Warner Media: As **VP 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. She provided financial advisory services, determining 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, Warner Bros. Television, CBS Paramount Television, and Disney ABC Television, among others. Parker led the financial analyses on potential joint ventures among Warner Media, production studios, and Will Smith/Will Ferrell to develop original scripted series. She partnered with Tyler Perry Studios on the acquisition of original productions House of Payne, Meet the Browns, and For Better or Worse.

The Sports Authority: As **Group Director of Accounting** for this national retail chain, Martha ensured that all \$2.5 billion in financial transactions were properly recorded in the company's general ledger. She implemented comprehensive accounting best practices for the four sports retailers that comprised the overall company. She ensured proper accounting treatment when company was taken private.

The Coca-Cola Company: As **Financial Services Manager** for the Corporate Division, Martha coordinated the Corporate Business Plan process, partnered with various corporate functions to ensure fulfillment of requests from the executive team, and provided strategic financial support related to actual results and forecasts. She reviewed business plans with the President and CFO of the company.

EDUCATION & CERTIFICATIONS

MBA • Emory University (Goizueta Business School)

BS Commerce-Accounting • University of Virginia

CPA



SELECT EXECUTIVE EXPERIENCE

Back Roads Entertainment [2020-2021]
Corporate Treasurer and EVP Finance

Independent Consultant [2018-2020]
Finance and Accounting Consultant

ADP [2016-2017]
Senior Director of Finance

Warner Media [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 [1990-2004]
Financial Services Manager

Arthur Andersen & Co. [1986-1989]
Senior Auditor

CONTACT

PHONE
828.200.5727

LinkedIn
[linkedin.com/in/marthaaparker/](https://www.linkedin.com/in/marthaaparker/)

EMAIL
Martha.Parker@SeatonHill.com

SEATONHILL

Offices In:

Dallas-Fort Worth | Los Angeles |
Houston | New York | Denver |
Chicago | Philadelphia | Atlanta |
Phoenix | London

www.SeatonHill.com