Bryan K. Segedi  
Deputy Global Vice Chair - Assurance  
Ernst & Young LLP

“The Future of Audit”

Thursday, April 10, 2014  
Deloitte Auditorium  
1001 Business Instructional Facility  
4:00 - 5:10 Presentation

Bryan is the Deputy Global Vice Chair of our Assurance Practice. He is responsible for overseeing significant investments being made in Assurance, ensuring all of Assurance achieves market-leading growth and assisting in managing the global practice of more than 65,000 people. Bryan also serves as Senior Advisory Partner on some of our firm’s largest clients in various industries.

Most recently, Bryan was the Global Markets Leader for our Advisory services practice. He was responsible for development of the go-to-market strategy as well as oversight of the Advisory business build across the globe.

Bryan also served as a Vice Chair, responsible for leading our Americas Assurance and Advisory practices. He was a member of the Americas Executive Board, which is composed of partners who are responsible for the leadership and direction of the firm.

He also served as Ernst & Young’s North Central Area Managing Partner with responsibility for 14 offices. Bryan previously served as Managing Partner of Strategic Finance, a business created by the firm to be a focal point for the development of thought leadership content across a broad spectrum of topics, including capital markets, capital structuring and alliances.

Bryan joined Ernst & Young in 1982 and has advised companies ranging from start-ups to multi-nationals in a wide variety of industries. He has extensive experience in working with companies in the areas of corporate acquisitions, public and private debt, and equity offerings, including initial public offerings and has served as the coordinating partner on multi-nationals engagements as well as with emerging businesses.

Bryan is a CPA and holds a Bachelor of Arts degree from Alma College in Alma, Michigan and a Masters in management from the Kellogg Graduate School of Management at Northwestern University, Chicago.