



Jo Sempels

Senior Vice President and President,
International Developmental Licensed Markets

Career Highlights

- 2022** Senior Vice President and President, International Developmental Licensed (IDL) Markets
- 2019 - 2022** Senior Vice President, IDL Markets
- 2019** Vice President, Business Unit Lead IDL Markets Europe
- 2015 - 2018** Vice President, Foundational Markets Europe
- 2005 - 2015** Managing Director, Netherlands
- 2001 - 2005** Managing Director, Belgium
- 1992 - 2001** Various positions in the Finance team in Belgium, starting as an intern and ultimately serving as Finance Director for the market

Key Accomplishments & Notable Achievements

Senior Vice President, IDL Markets

- Responsible for the more than 80 markets in which McDonald's has licensed its franchising rights to strategic partners. Works hand in hand with these 48 developmental licensees (DL) whose collective footprint includes 11,265 restaurants around the world.
- Focused on operational excellence and ensuring strong collaboration with franchisees and DL partners to help drive growth across the segment.
- Navigated ongoing COVID-19 challenges to meet shifting consumer needs and to continue to grow market share.
- Built momentum grounded in a strong focus on Accelerating the Arches across IDL markets.

Vice President, Foundational Markets Europe

- While overseeing these 29 European markets and their more than 1,750 restaurants, established a new structure and team for the European organization, resulting in consistently strong sales results.
- Instrumental in converting the four Nordic countries (Denmark, Finland, Norway and Sweden) and Hungary into developmental licensee organizations.

Education

Ehsal Brussels, **MSc Finance and Economics, 1992**

Personal Facts

Married to Els with two children - Gilles (19) and Aurélie (17)

Fluent in Dutch, French and English

Loves spending time with family, cycling and reading



His favorite McDonald's food item is the Big Mac

