



Jill McDonald

Executive Vice President and President,
International Operated Markets

Career Highlights

- 2022** EVP and President, International Operated Markets (IOM)
- 2019 - 2022** Global CEO, Costa Coffee
- 2017 - 2019** Managing Director, Marks & Spencer Clothing & Home
- 2015 - 2017** CEO, Halfords Group
- 2010 - 2015** U.K. CEO and President, North Europe, McDonald's
- 2006 - 2010** SVP, Chief Marketing Officer, U.K. and Northern Europe, McDonald's
- 1990 - 2006** Head of Global Marketing, British Airways

Key Accomplishments & Notable Achievements

Global CEO, Costa Coffee

- Led the Brand's transformation as it evolves from a predominantly U.K. retail business to a global total coffee company, creating and deploying a global strategy to double the Brand's size
- Advanced sustainability commitments by launching science-based targets to half carbon emissions per cup by 2030 and achieve net zero emissions by 2040.

Managing Director, Marks & Spencer Clothing & Home

- Developed a new strategy to transform the end-to-end supply chain and restore style and value credentials amongst younger family age customers.
- Led the development of an online and digital strategy, driving sales and gross margin growth and outperforming the online clothing market.

CEO, Halfords Group

- Refreshed the company purpose and brand positioning, and launched a new growth strategy, "Moving Up a Gear," putting the customer at the heart of the business.
- Responsible for driving long-term sustainable growth, growing group and retail sales double digits and increasing market share in both Motoring and Cycling.

U.K. CEO and President, North Europe, McDonald's

- Delivered significant sales and operating income growth, strong new restaurant openings and a pipeline of new franchisees to accelerate growth.
- Significantly improved customer satisfaction, Brand relevance and trust.

SVP, Chief Marketing Officer, U.K. and Northern Europe, McDonald's

- Responsible for business and marketing strategy, customer insights, marketing planning and delivery, product development & customer innovation.
- Led creation of a new marketing strategy to help drive the Brand and business turnaround. Significantly grew key Brand metrics, generated record sales and guest count growth.

Education

Brighton University, **BSc (Hons)**
Business Studies, **1987**

Chartered Institute of Marketing, **Diploma, 1987**

Personal Facts

Born in the UK; married with two sons.

Hobbies include travel, cooking and hiking with her much loved dog.

Serves as a Non-Executive Director of Intercontinental Hotel Group (IHG)



Her favorite McDonald's food item is the Big Mac.

