



Five Things to Know About **Jami Guthrie**

Vice President, Strategic Insights and Prioritization

Jami Guthrie has been appointed to Vice President, Strategic Insights and Prioritization to lead a newly created function responsible for managing strategy, insights, analytics, and planning resources for the entire U.S. business.

Here's what you should know about Jami and what he'll bring to the role.

- 01 Having worked across different industries and markets, he believes stepping outside of your comfort zone is critical for leaders.** From his time in Global Consumer & Marketing Intelligence at Wrigley to his most recent role as Vice President of Consumer Insights at McDonald's, Jami knows the importance of having a breadth of experience and taking on new challenges. He believes that new challenges equip each person with the capabilities and diverse viewpoints needed to thrive.
- 02 He finds that to be a strong business leader in any industry, you must first understand how different customer groups see the world.** Jami leads with an outside-in perspective when solving complex business problems. Having served in global roles for nearly 15 years of his career, he sees the value in understanding what is happening outside of McDonald's walls and bringing the best of that inside. In this spirit, he currently sits on the Center for Customer Insights Board at Yale University and the Advisory Board at Ehrenberg – Bass Institute.
- 03 He's excited to bring "industry first" capabilities to McDonald's.** He knows that in order to do what's right for the customer, we must think about and prioritize what's most important to them. He's currently working on a project with Carnegie Mellon to add additional capabilities to the company's media targeting, like predicting with high accuracy where to target marketing spend based on where customers are choosing to eat in the next 24-48 hours.
- 04 He believes that some of our greatest successes come when there isn't a playbook to follow.** Jami encourages adaptability and flexibility from his teams. He believes that one of the reasons McDonald's has been successful for the last several years – through the pandemic and other challenges – is that we adapted, innovated, and led the industry when there wasn't a playbook for anyone to follow. To truly be adaptable, he encourages his teams to ask questions, provide open and honest feedback, and engage in healthy debate among team members.
- 05 He looks forward to bringing his passion for data to his new role.** Jami is inspired by the explosion of behavioral data available today and how that enables us to see and predict patterns better than ever before. He believes that through data, we no longer have to "think" that our growth strategies are working, we can "know" they are working quantitatively. Jami is excited about his new role and the opportunity to use data to find solutions that will support our Accelerating the Arches strategy and long-term success.

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McDonald's has always been a powerhouse at solving problems and scaling innovations faster than its competitors, and our Strategic Insights & Prioritization organization will be a driving force in this effort across the U.S. System. By building more discipline and coordination around upcoming initiatives, tracking data, and working with global partners, we will build a holistic view of the business and better prioritize where we focus. Spearheading this effort is a great honor, and I look forward to doing so alongside the U.S. Senior Leadership Team, Owner/Operators, and our partners.”

– Jami Guthrie

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The creation of this function, and Jami's elevated leadership, demonstrate our commitment to fostering alignment and improving how we focus on solving problems for our customers and our people better than ever before. Jami is known for his deep understanding of our customers and the industry and how those insights impact the bigger picture of where McDonald's can and should go. I look forward to him joining the U.S. Senior Leadership Team and partnering to deliver on our strategy for the U.S. Business.”

– Joe Erlinger



Jami Guthrie

Vice President, Strategic Insights and Prioritization

Career Highlights

- 2023:** Vice President, Strategic Insights and Prioritization, McDonald's USA
- 2018 - 2023** Vice President, Consumer Insights, McDonald's USA
- 2013 - 2018** Vice President, Consumer Insights & Business Analytics, SC Johnson
- 2005 - 2013** Vice President, Global Consumer & Marketing Intelligence and Integrated Marketing, Wrigley
- 1995 - 2005** Director, Consumer Insights & Strategy, PepsiCo

Key Accomplishments & Notable Achievements

Vice President, Consumer Insights, McDonald's USA

- Kept the customer's voice at the center of decision-making processes while navigating a dynamic marketplace with labor shortages, high inflation, and the COVID-19 pandemic.
- Directed analytic modeling efforts to optimize OPNAD and local Field spending on prioritization and sequencing of restaurant initiatives to drive the greatest financial return for the System.
- Developed accuracy metric tracking and prediction tools to focus on key metrics, resulting in significant savings for the business.

Vice President, Consumer Insights & Business Analytics, SC Johnson

- Led a fundamental shift in global insights and analytics to enable faster decision-making for the organization.
- Implemented analytic tools to understand marketing impact per dollar spent and significantly enhance ROI.
- Directed a strategy to scale innovation and growth across multiple geographies by implementing updated customer segmentation frameworks.

Vice President, Global Consumer & Marketing Intelligence and Integrated Marketing, Wrigley

- Globalized the insights and analytics function, creating harmonized tools to help leaders make better and faster decisions.
- Transformed the growth strategy for the company after analyzing over 60 markets to determine drivers of per-capita consumption.
- Launched a new product, "5" Gum, which became the #1 selling brand in less than two years across multiple geographies.

Education

DePaul University, MBA, Marketing

University of Northern Iowa, B.A. Marketing

Personal Facts

- He lives in Naperville with his wife, dog (Millie) and two children who are off at college, Jake and Emma
- He enjoys outdoor sports, particularly running, boating, and snowboarding
- His family owns a doggy daycare and grooming business



His favorite McDonald's meal is the **Sausage Egg McMuffin and a large Diet Coke**

