



Five Things to Know About

Michael Gonda

Senior Vice President and Chief Impact Officer
of North America, McDonald's

Michael Gonda will lead the North America Impact Team as Chief Impact Officer. In this role, he will engage stakeholders and communities to protect and enhance the McDonald's brand across the U.S. and Canada. This includes leading market-level strategies and overseeing teams responsible for government relations and community, public affairs, brand and business communications, sustainability, ESG and philanthropy, and leading cross-functional teams responsible for managing our top enterprise risks.

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

- 01 He most recently served as McDonald's Global Chief Communications Officer.** Michael was responsible for increasing brand trust, communicating the vision and values of the business, and protecting the Golden Arches from commercial and reputational threats. In this role, Michael developed and stewarded the Company's leadership platform, updated the organization's purpose and values, and oversaw corporate, media, crisis, and brand communications.
- 02 He has a global mindset, having lived in three continents and five U.S. states.** Originally from California, he has lived and worked in China, Africa, and in every region in the U.S. He knows that understanding complexities at the local level is essential to solving meaningful problems with scalable solutions, and he believes this experience has primed him to lead a team that will protect our brand in cities, states, and regions across North America.
- 03 He believes in the power of storytelling.** Michael takes an expansive and creative approach to solving big problems and bringing a brand's purpose to life. He knows the importance of storytelling and bringing McDonald's voice to important policy issues as it responds to threats facing the business. Through one, authentic voice that unifies McDonald's initiatives and cements its purpose-driven leadership across the industry, Michael believes storytelling has led to the broad recognition that McDonald's is a powerhouse brand.
- 04 He is committed to driving diversity, representation, equity, and inclusion throughout McDonald's by putting action to allyship.** Michael serves as the co-executive sponsor of McDonald's African American Council, a group that drives business results by elevating talent and contributions of McDonald's employees who identify as Black or of African descent. He is committed to advocating for equity, diversifying environments in which there is a lack of representation, continuing personal learning and education, and holding peers accountable to these actions while asking them to do the same for him.
- 05 He has worked with and for some of the largest consumer brands in the world.** After spending much of his early career in issues management and crisis communications, Michael developed a passion for developing scalable approaches that don't just protect a brand, but help accelerate its meaning in the lives of its consumers and stakeholders. He believes that when people see the Golden Arches, they should be reminded of the positive impact McDonald's brings to our customers and the communities in which we serve.



After having the privilege of working with members of the McDonald's System around the world, it's an honor to step into this expanded role and lead our newly created North America Impact Team. With this opportunity to become more deeply involved in the work to increase our impact in two of our largest markets, I'm looking forward to partnering with teams and leaders across the continent to protect and enhance our brand and business model at such a critical time. I am humbled to lead this effort and work alongside the U.S. Senior Leadership Team as we bring this vision to life."

– Michael Gonda



In his time at McDonald's, Michael has supported the entire System through some of the most significant moments over the past four years. He's led efforts to advance our brand and global business strategy, including our actions and response to various crises and threats to our business in the U.S. and globally– from the global pandemic to exiting a major market for the first time in our history. Michael's experience with McDonald's is marked by incredible results and impact, and above all, he leads with integrity, passion, and deep intellect. I look forward to working with him to expand the power of our brand across McDonald's USA."

– Joe Erlinger



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Career Highlights

- 2023:** SVP, Chief Impact Officer, McDonald's
- 2019 - 2023** SVP, Global Chief Communications Officer, McDonald's
- 2014 - 2019** SVP, Corporate Affairs, Chobani

Key Accomplishments & Notable Achievements

SVP, Global Chief Communications Officer, McDonald's

- Developed brand communications strategies and creative content to make McDonald's one of the most admired brands in the world.
- Architected a comprehensive global corporate reputation strategy to increase brand trust and reputation.
- Led the organization's response to the COVID-19 pandemic.
- Directed crisis communications, responding to key events threatening the organization from across the globe.

Named one of the 50 most influential communicators by PRWeek's US Power List in 2022

Named one of the 100 most influential in-house communicators by PRovoke Influence in 2020, 2021, and 2022

SVP, Corporate Affairs, Chobani

- Built a Communications Team from the ground up to transform the purpose and actions of the brand and overhaul its reputation.
- Solidified brand identity with significant brand recognition, including certification as a "Great Place to Work," Fortune's "Change the World," and FastCompany's "25 Brands that Matter Now".

Education

Brown University, B.A. with Honors

Personal Facts

- Lives in Chicago with his wife, Emma, and two children, Lazlo and Indie
- He's an avid traveler
- He's gearing up for his third Chicago Marathon as a member of Team RMHC



His favorite McDonald's menu item is: **10-piece Chicken McNuggets**

