



The Circle of Excellence Award recognizes cross functional teams that collaborate across the organization with an enterprise mindset to achieve significant and measurable results. Winning teams have implemented horizontal ways of working in order to solve valuable problems effectively.

Our 2024 Award celebrates the following 12 teams for their outstanding contribution to the McDonald's System.

Automatic Business Cutover (ABC) Deployment

The Automatic Business day Cutover (ABC) Deployment team significantly improved McDonald's store operations in 2024. Previously, the manual process of closing and opening stores was time-consuming and led to considerable downtime and numerous support calls.

The team, comprising members from Global Restaurant Tech, US Tech, MCX, Global Engineering, Global Data, and CA Tech, developed the ABC solution. This innovative feature automates the transition between business days, reducing downtime by 80%, and seamlessly integrates the POS with back-office operations.

Deployed in the US by Q2 2024 and in Canada by Q4 2024, the ABC solution has delivered impressive results. The US market reported a 50% drop in P1 calls to Tech Support, while Canada saw an estimated \$124,000 increase in sales and 199,000 additional guest counts due to the extra 160 open hours for registers.

The ABC Deployment team's efforts have streamlined operations, reduced support issues, and enhanced customer experiences, aligning with McDonald's mission of building a better, more modern, and agile business in 2024.

- Archibald Agyemang
- Esperanza Bautista
- David Beaune
- Mark Casey
- Sonny Castellano
- Pooja Contractor
- Carla Dahlberg
- Garret Drumm
- Eric Edmonds
- Patrick Gallardo
- Bobby Gough
- Danielle Habegger
- Christopher Johnson
- William Kolluri
- Jennifer Moore
- Sharon Rourke
- Shirley Schepansky
- Yashpreet Singh
- Andrew Sullivan-Bormann
- Abhilash Revant Suvarna

Big Arch

The Big Arch project team has spearheaded a ground-breaking mission in food innovation, identifying a \$1.7 - \$2.5 billion opportunity for a larger, more satiating beef burger. This initiative aimed to create a product that offers a unique taste experience, surpassing current offerings.

The team, comprising members from Supply Chain, Quality Systems, and market representatives from Canada, Portugal, and Germany, developed and tested the Big Arch burger across three markets. Their robust research and accelerated development led to a product that resonates well with customers, achieving high ratings in taste, quality, uniqueness, and value for money.

The 12-week test phase showed promising results, with incremental sales exceeding forecasts and positive trade-ups within the menu. The success of these tests has paved the way for an accelerated launch in 7 IOM markets and 13 IDL markets in 2025.

This cross-functional collaboration has unified efforts across the system, focusing on key innovations and leveraging global expertise. The team's work has not only met a significant consumer need but also set a new standard for speed and efficiency in product development. Their continued efforts will ensure scalable efficiencies and globally consistent training materials and communication plans for future launches.

- Jeff Anderson
- Jamie Bone
- Michelle Cook
- Roger Di Domenico
- Verena Eder
- Ana Freitas
- Inigo Garcia
- Ines Gomes
- Abby Kerbuski
- Raffi Koukounian
- Mariana Monteiro
- Caitlin Murphy
- Jaime Murphy
- Morgan Pierce
- Jorge Ramirez
- Elisabeth Schindler
- Amal Suleiman
- Olga Vasylieva
- Lisa Yee
- Chris Young

Cloud-Based POS Solution (WuKong)

In response to evolving internet technology and the rapid growth of the China market, McDonald's China team recognized the need for a future-ready POS platform. The Cloud-Based POS Solution, named "WuKong," was proposed in 2023 and officially kicked off in the latter half of that year. Within a year the first pilot restaurant was launched, in Nanjing in June 2024.

WuKong has been praised for its exceptional performance and innovation, significantly optimizing the employee operating experience and reducing deployment costs. By December 2024, WuKong was deployed in nearly 50 restaurants, achieving a 75% reduction in maintenance calls compared to the previous system, demonstrating its stability and reliability.

The project team collaborated with global technology experts to overhaul the system architecture, achieving breakthroughs in observability, stability, high availability, scalability, automatic fault recovery, performance elasticity, and cost efficiencies. They also accelerated over 90% re-use of existing hardware investments, improving store IT asset utilization.

WuKong is set to become an integral part of McDonald's China's digital ecosystem, seamlessly integrating with existing IT systems and embracing emerging technologies such as cloud computing and AI. Continuous evolution will empower McDonald's China to accelerate its digital transformation and achieve its ambitious growth objectives.

- Rob Billingsby
- Henry Chen
- John Chofer
- Baxia Ding
- Fanta Fang
- Jaden Hua
- Yuyan Huang
- Kevin Lin
- Tobias Lv
- Isa Ou
- Manjeeva Silva
- Lily Wang
- Tianhao Wu
- Sini Xi
- Lucas Xing
- Tony Xu
- William Xu
- Matt Yang
- Mengfan Yu
- Harriet Zhu

Collector's Edition

The Collector's Edition team harnessed global nostalgia for McDonald's keepsakes, launching a campaign that resonated deeply with fans. Despite a challenging business environment, the campaign turned global system sales positive from day one, driving positive monthly Comp Sales across all participating Top 10 markets. In the U.S., it achieved a Comp Sales and GC gap of +5.2% on average within the advertising window, while gaining significant market share. The campaign reached 33 markets, accounting for around 60% of System Sales.

Beyond sales, the campaign created a cultural phenomenon, sparking immense fan reactions on social media and unlocking cherished childhood memories through the collectibles featured on the cups.

The team built this program within 13 months, faster than the typical 18 months, by overcoming barriers and finding innovative ways to engage with fans. Markets, Global Marketing Leadership, Supply Chain, Legal, Safety, and agency partners. Even when local legislation prevented the use of printed cups in some markets, the team devised solutions that worked for all, ensuring the campaign's success while maintaining creative integrity.

The Collector's Edition team's efforts have driven sales and created lasting memories for McDonald's fans, showcasing the power of innovation and determination.

- Julie Arizzi
- Victoria Brown
- Jordan Bruce
- Emily Cheung
- Nick Chiappetta
- Cathy Choffin
- Nathaniel Gaynor
- Madelaine Kerr
- Chelsia Lai
- Brielle Maher
- Natalie Mayen
- Erick Morelos
- Fatma Othman
- Breanna Robertson
- Angelic Ross
- Jen Slack
- Amanda Wilt
- Maria Zavala
- Ashley Zeitlin

Global People Modernization Wave 1

The Global People Modernization Wave 1 team played a crucial role in advancing McDonald's modernization efforts in 2024. Their global collaboration and enterprise-focused mindset drove the successful Wave 1 deployment of the GP Modernization project, significantly enhancing the employee experience, operational efficiency, and data insights.

From the outset, the team ensured they were solving the right issues, making them faster and more efficient. Their collaborative efforts ensured a smooth Go-Live, setting a high standard for future projects. By co-creating with the Markets, the team developed innovative solutions that catered to both local and global needs. The implementation of McHire reduced hiring time from 18 to 11 days and processed over 120,000 applications in three months.

Efficiency was a core focus, utilizing existing solutions in Success Factors and resolving over 97% of tickets raised in M+Me. The team also promoted behavior change by encouraging the use of M+Me for all People-related transactions, reinforcing self-service behaviors and ensuring long-term sustainability.

The GP Mod team's efforts have created a more resilient, harmonized, and forward-thinking organization, aligning with McDonald's mission of building a better, more modern, and agile business in 2024.

- Kyle Barton
- Parishi Bhavsar
- Lachlan Chaplin
- Ben Clark
- Ashleigh Cunningham
- Kyle Dare
- Lisa Garner
- Michelle Graham
- Robert Hunter
- Erin Kelch
- Andrea Kerr
- Rajeeva Kothuru
- Kathryn Mitchell
- Scott O'Connor
- Meryl Petraitis
- Oliver Pitman
- Emily Rawlings
- Stephanie Rayfield
- Tracy Salter
- Pradeep Sharma
- Grace Yeo

IDL Crisis Recovery Team

2024 was a year of immense challenge for the IDL segment teams as they navigated complex market conditions. In the face of these, the EMEA and ABU teams demonstrated extraordinary courage and commitment to McDonald's values. They worked with speed, innovation, and efficiency while fostering a culture of empathy and cross-cultural collaboration.

They remained laser-focused on the highest priorities, streamlining processes to support the most critical markets and leveraging existing frameworks and solutions to provide timely assistance. By engaging directly with complex global issues, the team gained valuable experience in crisis management and strategic problem-solving. The cultural norm of "share and steal" was embraced, allowing the team to build market resiliency while nurturing individual growth. These experiences enriched the team's skillset, preparing the business for future challenges and ensuring that McDonald's continues to grow as a brand driven by strong leadership and thoughtful decision-making.

This team truly embodied McDonald's values in a year of significant challenges. They demonstrated extraordinary resilience, agility, and collaboration, playing a critical role in building a stronger enterprise. Their ability to collaborate across cultures, drive results under pressure and implement scalable solutions has strengthened the business and enhanced our ability to navigate future challenges.

- Dina Al Naib
- Claude Checrici
- Sunny Fong
- Ben Fox
- Lay Ling How
- Wasen Kader
- Evon Kan
- Evgeni Kochetov
- Ada Lazaro
- Dejan Lazovic
- Erica Maddox
- Ala Mohammad
- Sharon Ng
- Genie Osorio
- Renata Prys
- Yokasta Rodrigues
- Gerben Tierie
- Anu Vasani
- Olivia Wang
- Grace Yeo

Operations PACE Evolution & Harmonization

The Operations PACE Evolution & Harmonization team has transformed McDonald's consulting program, achieving a three-year strategic plan in just 18 months. This rapid progress supports Franchisees and market field teams, positioning restaurants for long-term success.

The team focused on harmonizing Operations PACE to reduce variability and align with "One McDonald's Way." They also deployed new Peak and Propel technology, enhancing data utilization and consulting capabilities.

Their disciplined approach enabled system-wide harmonization six months ahead of schedule, facilitating faster development of the Operations PACE Technology Platform (PEAK, PROPEL, Portal). This platform provides comprehensive data and insights, allowing field teams to focus on coaching and consulting while retiring legacy technology and strengthening security.

Robust project management and strategic communications enabled proactive planning and timely enhancements. The team created the Operations PACE NABIT Bundle for system-wide activation, providing essential training on the new technology platform and coaching proficiency.

Close partnerships between global business, segments, and functions fostered collaboration and agility. Events like WW24 and the RGR Summit elevated awareness of Operations PACE evolution and showcased consulting proficiency.

The Operations PACE Evolution & Harmonization team's efforts have strengthened McDonald's operations, driving continuous improvement and ensuring long-term success.

- Frank Alvino
- Tom Bacon
- Marianne Barwick
- Heike Bierweiler
- Kristina Cepon
- Neil Clark
- Amanda Davidoff
- Alex Green
- Dan Hearne
- Carrie Kaniecki
- Jenny Kozmic
- Jun Lu
- Jared Mahalla
- Tim Palacios
- Jon Phillips
- Bizhan Pourkormailian
- Juan Sepulveda
- Jane Shu
- Mike Slikas
- Ginta Smith-Wright

Project Pronto

Towards the end of 2023 the Project Pronto team identified a critical opportunity to expand the new restaurant pipeline for 2024. To avoid falling short of the new restaurant open plan, they focused on three approaches: clusters of small towns, existing building conversions, and high-volume towns over 10 miles from other restaurants. This strategy required a cross-functional effort involving seven departments.

As a result, 20 Pronto locations were added to the pipeline. The team utilized brokers for early vetting and expedited permit processes. By the end of 2024, ten Pronto locations had opened. The average time from project creation to opening was reduced from 794 days to 286 days, contributing 508 more operating days to the system. The fastest opening was completed in 99 days.

These 10 openings are projected to add \$3.7m to the 2024 US non-comp sales total and \$30m to 2025. The team also plans to open eight more Pronto locations in 2025 and two in 2026. Their efforts have shown that McDonald's can move much faster, applying these learnings to everyday operations for continued growth and success.

- Jerry Angelotti
- Joe Calhhoun
- Jennifer Cohn
- Rich Davis
- Alibia De Vente
- Adam Fullington
- April Macaluso
- John Menako
- Lee Morris
- Carla Nichols
- Edgar Ortiz
- Mayra Romero
- Cindy Russell
- Anne Stafford
- Rochelle Tandy
- Charzine Townsend
- Shilpa Upadhye
- Jeff Walenta
- Lisa Walker
- Collin Wisniewski

Reuse Response Team

Facing legislative pressure to switch from single-use to reusable packaging, the Reuse Response Team has been instrumental in driving McDonald's coordinated response. With over 7,800 restaurants required to introduce reusable or Bring-Your-Own packaging by 2030, the team focused on advocacy, circular solutions, and implementation.

In 2024, the team successfully lobbied to avoid reuse mandates in EU legislation for dine-in and removed reuse targets for takeaway. They collaborated with suppliers to develop a plastic-free cup liner, mitigating reuse requirements in legislated markets. They designed, developed, and tested a reusable packaging portfolio for all menu needs and deployed a BYO beverage process in Poland.

The team conducted extensive washing tests and developed reliable processes to ensure packaging cleanliness and hygiene. They researched and developed a return process for dine-in, supported by a logo at all customer touchpoints, and designed a fallback solution for in-restaurant condiment dispensing. Speedee Labs assessed in-restaurant operations to optimize cost, customer experience, and restaurant experience.

Technology requirements were mapped across all platforms, providing interim solutions to legislated markets. The team's agility and innovative approach minimized negative impacts and positioned McDonald's to outperform competitors in implementing reusables.

- Anna Borys
- Lauren Burke
- Nicola del Valle
- Frank Heidlberger
- Fred Hugot
- Fiona Jennings
- Andrew Jones
- Andrew Keegan
- Silke Korporeal
- Anthony Leygue
- Julie May
- Olesia Mudzhyri
- Natalie Neutatz
- Nina Prichard
- Gaetano Vittoria

Shift Simulation Development Team

Shift managers today face a complex environment, requiring them to balance customer demands and crew experience. The Global Shift Simulation is designed to help shift leaders practise running a shift, build confidence, and improve operations. With a retro video game aesthetic, the simulation immerses leaders in real-time scenarios, showing how their decisions impact both crew and customers.

Developed by a cross-functional team, the game focuses on universal concepts for running a great shift. It uses data from three markets to create realistic conditions, allowing learners to apply leadership principles in real-world situations. The simulation includes three challenging levels, each with different conditions such as heavy drive-thru or high delivery. A replay feature lets learners review and adjust their decisions for better outcomes.

As of October 2024, 6,721 completions had been recorded with positive feedback: 90% gained new skills, 88% felt empowered, and 86% found it valuable. The program has been deployed to 62 markets in 23 languages, with more to come.

- Mohamed Amin
- Marta Bocos
- Ana Costa
- Artur Czarniecki
- Kathy Dorsey
- Laura Forcade
- Morgan Griffiths
- Michael Hager
- John Jirasek
- Lindsay Kacergis
- Justyna Kowara
- Jean-Baptiste Millet
- Mark Reilly
- Antonio San Jose
- Matthias Schröder
- Linsey Snell
- Marian Sue
- Vincent Viraud
- Martin Woodward

Turkey Acceleration of Expansion

McDonald's Turkey has exceeded all expectations in opening new restaurants, thanks to a perfectly combined and coherent effort from both our opening team and other teams. Committed to excellence in service and continuous growth, we surpassed our initial goal of five openings/remodels per year, achieving over 40 in just 18 months.

Our success stems from a comprehensive approach covering all stages from site selection to opening/remodeling. This approach emphasizes harmony and speed. Each project began with a GAP analysis, conducted in cooperation with the global team, to identify the best locations. Based on this analysis, we devised strategies and prioritized cities and locations.

Speed was critical once the strategy was set. We implemented and innovative solutions to enhance efficiency, creating a development cycle that completes a restaurant opening in approximately 120 days. This rapid pace required working on multiple projects simultaneously, showcasing our team's efficiency and coherence.

After signing contracts for each site, design teams collaborated with the global team to maintain McDonald's standards while incorporating local features. An equipment department was established to introduce local details in seating, lighting, and ceramics, ensuring our goals were met swiftly and effectively.

- Emrah Atacan
- Hakan Ceylan
- Barış Emre Ergün
- Gözde Karahan
- Cemre Karakurt
- Bertan Kirişçi
- Ferhat Koçak
- Murat Kösele
- Özgür Okan
- İsa Usta

Value Creation Engine Team

The Value Creation Engine (VCE) team has shown exceptional speed and efficiency. Despite changing vendors and a major corporate reorganization, they built a new platform and deployed it to all lead markets on time and within budget, saving \$1.98m in run costs in 2024. The team exemplifies the product operations model, releasing 10 major updates in 2024 with zero production outages.

Using VCE, McDonald's has run over 40,000 campaigns across five lead markets, with 1.5 billion offers redeemed globally. The platform has improved user experience, reducing the effort required for marketers by 80%. This unified console for creating and managing offers has solved marketer pain points and enabled personalized offers at scale.

VCE is McDonald's first global product on a single codebase, allowing rapid development. In 2024, the team integrated Pricing Engine 3, completing Phase 1 in seven months. Performance tests showed 10,000 campaigns created in 29 minutes, a task that would take a marketer 34.7 days. The team also implemented Salesforce integration for Australia and completed the iWin rollout for the UK.

This autonomous team manages development and testing, aligning with market leads and building strong relationships across multiple organizations.

- Kasun Abeyrathne
- Michael Anne Adriano
- Scott Albers
- Emma Benwell
- Manjit Bhasin
- Alexander Brewer
- Becky Coletta
- Bilal Ghani
- Chelsea Johnson
- Asitha Kaduwela
- Tori Liebertson
- Renatq Lusica
- Mahesh Magalage
- Olivia Martan
- Tiffany Podge
- Kieran Roche
- Marcellina Schreier
- Faisal Sheikh
- Alice Tildesley
- Nicola Van Moerkerken