



Manu Steijaert

Executive Vice President and Chief Customer Officer

Career Highlights

2001 -2021

McDonald's Corporation

- 2019 – 2021 Vice President, International Operated Markets
- 2015 – 2019 Managing Director, Netherlands
- 2012 – 2015 Vice President Operations, France
- 2009 – 2012 Director Operations, Netherlands
- 2005 – 2009 Field Service Manager, Netherlands
- 2004 – 2005 Operations Manager, Belgium
- 2001 – 2004 Field Service Consultant, Belgium

Key Accomplishments & Notable Achievements



Supported country leadership teams of 12 regions while leading McDonald's International Operated Markets Business Unit, driving a customer-led and growth-focused approach.



Leveraged all three legs of the stool as Managing Director in the Netherlands to generate consecutive accelerated growth for the region in sales, guest counts, operating income and owner operator cash flow.



Spearheaded the strategic reorganization of the McDonald's owned business in the Netherlands with a focus on talent development, operational excellence and establishing a commercial mindset. Manu received McDonald's President's Award in recognition of the successful operational and financial results.



Led France's Operations team in integrating service and production platform innovations, helping to develop the Experience of the Future (EOTF) program, currently implemented across McDonald's restaurants worldwide.

Education

Royal Academy of Fine Arts, Antwerp, Belgium

Participated in McDonald's Hamburger University curriculum, as well as continuing education opportunities in data and technology

Fluent in Dutch, English, French and German

Personal Facts

Relocating from Amsterdam to Chicago with his wife and two children

Studied art and launched his own design studio prior to starting his career with McDonald's



His favorite McDonald's menu items are the Quarter Pounder with Cheese, fries and vanilla milkshake

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Our customers are at the heart of everything we do at McDonald's, and we have reached a pivotal moment when technology and data have begun to shape nearly every facet of the customer experience.

I am thrilled to lead this new team as we work to create more and better ways to connect with our customers at every touchpoint, transforming the definition of customer interaction. ”

