



Five Things to Know About

Morgan Flatley

Executive Vice President, Global Chief Marketing Officer
and New Business Ventures

Morgan Flatley has been promoted to Executive Vice President, Global Chief Marketing Officer and New Business Ventures. In her new role, Morgan will continue to oversee our award-winning marketing efforts, while expanding her scope to lead new business ventures and opportunities that extend the reach of the McDonald's brand.

Here's what you should know about Morgan and what she'll bring to the role!

- 01 She developed her passion for global brands early in her career.** Morgan began her career in account management at global advertising agency Saatchi & Saatchi. This led her to join PepsiCo, where she eventually led marketing and innovation for Gatorade before becoming Chief Marketing Officer for PepsiCo's Global Nutrition portfolio, where she oversaw brand positioning and innovation for Quaker, Tropicana, Gatorade and Naked. She'd later join the McFamily as Chief Marketing and Digital Customer Experience Officer for McDonald's USA.
- 02 She has been widely recognized for her work driving some of McDonald's most inspiring marketing campaigns.** Under Morgan's leadership, marketing efforts such as McDonald's Famous Order collaborations, have created deeper connections between our brand and culture, while driving growth. Morgan was named to the Forbes World's Most Influential CMOs list for three consecutive years, rising to #5 worldwide in 2022. In 2022, McDonald's ranked #2 on Ad Age's Marketers of the Year List. Her commitment to innovative thinking paired with her deep brand expertise is vital to extending McDonald's reach in new and creative ways.
- 03 She believes in the power of brands like McDonald's to make a positive difference in communities.** Morgan believes McDonald's has a unique opportunity to connect with communities around the world. She has demonstrated this through our "fan truths" strategy, highlighting what customers love about McDonald's to speak to them directly. Morgan also led campaigns as CMO of McDonald's USA that expressed gratitude for frontline responders, healthcare workers, educators and teachers by serving millions of free meals.
- 04 Staying true to her values and connecting with people are core to her leadership style.** Morgan's approach to leadership boils down to staying rooted in her values as well as McDonald's values to connect with her teams and colleagues around the world. She leads with a collaborative style that is built on trust to help make important decisions every day. Morgan encourages her teams to find fan truths through insights to create deeper connections with our customers.
- 05 She looks for one quality when building her teams: curiosity.** Morgan believes in the importance of genuine, insatiable curiosity, and she looks for this when bringing together teams to create new and inspiring campaigns. As a marketer, she encourages people to have curiosity around business transformation, consumer insights and behavior and the ways other businesses are engaging with customers.

“

I am thrilled for this next chapter of my McDonald's journey. Finding creative and innovative ways to further engage our fans and expand the reach of the McDonald's brand energizes me. We have a tremendous opportunity right now to show our customers – current and future - how McDonald's is relevant in their lives and in communities around the world.”

– Morgan Flatley

“

Morgan's promotion is a testament to her ongoing dedication and outstanding contributions to the entire McDonald's System. Her creativity, passion for consumer insights and dedication to inclusive and meaningful connections with our customers are unmatched. Her ability to tell McDonald's story in unique, innovative, and culturally relevant ways will allow us to reach new customers and maximize our potential.”

– Chris Kempczinski



Morgan Flatley

Executive Vice President, Global Chief Marketing Officer
and New Business Ventures

Career Highlights

- 2023** EVP, Global Chief Marketing Officer and New Business Ventures, McDonald's Corporation
- 2021 - 2023** Global Chief Marketing Officer, McDonald's Corporation
- 2017 - 2021** Chief Marketing and Digital Customer Experience Officer, McDonald's USA
- 2016 - 2017** SVP, Chief Marketing Officer, Global Nutrition, PepsiCo
- 2014 - 2016** Chief Marketing Officer, Gatorade & Propel, PepsiCo
- 2012 - 2014** Vice President, Brand Marketing, Gatorade, PepsiCo

Key Accomplishments & Notable Achievements

Global Chief Marketing Officer, McDonald's

- Directed all marketing efforts – including global brand, menu strategy, family marketing, media partnerships and customer and business insights – for McDonald's globally.
- Led development and execution of marketing strategies that have accelerated growth and led to stronger customer connections.

Chief Marketing and Digital Customer Experience Officer, McDonald's USA

- Oversaw bold, forward-thinking marketing campaigns, such as “Famous Orders” collaborations with Travis Scott and BTS and the “Fan Truths” strategy, that have driven sales and supported priority growth areas.
- Leveraged digital, data and insights in new and innovative ways to create more inclusive, inspiring customer experiences with the brand.

SVP, Chief Marketing Officer, Global Nutrition, PepsiCo

- Accelerated growth of PepsiCo's flagship nutrition brands, including Quaker, Tropicana, and Naked.
- Oversaw long-term innovation plans and brand strategy to build PepsiCo's position as a nutrition-led food and beverage company.

Chief Marketing Officer, Gatorade & Propel, PepsiCo

- Shaped marketing efforts to drive the U.S. commercial agenda for Gatorade and Propel, successfully broadening Gatorade's offerings leading to a return to multi-year growth.
- Led a team responsible for ensuring every customer touchpoint was tightly integrated and tied to the brands' purpose.

Vice President, Brand Marketing, Gatorade, PepsiCo

- Led brand management, strategy and innovation for Gatorade, which included product development, digital strategy, and more.

Education

Harvard Business School, **MBA**, General Management, **2004**

Dartmouth College, **BA**, History, **1996**

Personal Facts

- Lives in Chicago with her husband and three children
- Passionate about fitness, books, and the mountains
- Serves as a Henry Crown Fellow of the Aspen Institute



Her favorite McDonald's food item is the **Quarter Pounder with Cheese and World Famous Fries with BBQ sauce.**

