



Five Things to Know About

Dario Baroni

President, International Developmental Licensed Markets

Dario Baroni has been promoted to President, International Developmental Licensed Markets, effective June 1, 2025. In his role, he will be responsible for the more than 75 markets in which McDonald's has licensed its franchising rights to strategic partners. His team will work hand in hand with these 40+ developmental licensees whose collective footprint includes over 19,000 restaurants around the world.

Here's what you should know about Dario:

- 1 Everything he does is driven by insights.** Dario believes that an informed point of view is crucial for effective leadership and decision-making. He plans to approach his role by gathering insights and building a comprehensive understanding of the business. To do this, he will engage with teams across various markets and listen to their experiences and perspectives to gain a holistic view of the organization's strengths and challenges. This approach will enable him to tailor strategies that address specific needs and drive performance.
- 2 He's ready to learn about diverse cultures and business models.** Dario is excited about the geographical span of his new role, which includes numerous countries and cultures. He looks forward to learning about the differences and similarities across these markets, enhancing his understanding and approach. Moreover, Dario is eager to learn from the different business models employed in various Developmental License (DL) partners. He recognizes that each market may have unique approaches to joint ventures, partnerships, and operational strategies. By studying these models, Dario plans to leverage best practices and insights to enhance McDonald's overall approach.
- 3 Dario's career is driven by his ability to embrace change.** Dario's career is marked by his ability to embrace change and adapt to new challenges. Starting with a college degree in Chemical Engineering, he transitioned from a research and development role at Procter & Gamble to marketing, showcasing his versatility. At Vodafone and McDonald's Italy, he took on roles of increasing responsibility, driving significant business growth and innovation. His willingness to step into new roles and environments has been a key factor in his success, demonstrating his dynamic approach and commitment to continuous improvement.
- 4 He is passionate about building high-performing teams.** He invests in growing talent and empowers team members to make decisions and take smart risks. He fosters an environment where people are free to say no and works to eliminate gray areas in decision-making. He promotes a good work-life balance, believing that people give their best when they are at their best. He cultivates a culture of trust, integrity, and transparency, enabling teams to collaborate effectively.
- 5 Dario is deeply committed to uplifting communities.** Dario is actively involved in Ronald McDonald House Charities (RMHC) and food donation programs, partnering with franchisees to support hospitals and communities in need. He supports local agriculture and collaborating with regional farmers to introduce ingredients into McDonald's menus, helping communities and promoting sustainable practices. His initiatives have made a positive impact, particularly during challenging times such as the COVID-19 pandemic.

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“Dario has consistently demonstrated exceptional leadership and a deep commitment to innovation and growth throughout his career. Dario's ability to foster collaboration, empower teams, and establish strong partnerships across all three legs of the stool will be instrumental in elevating the IDLs and achieving sustainable success. I am confident that under his leadership, the IDL Segment will continue to thrive and deliver outstanding value to our customers.”

— Chris Kempczinski

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“I am honored to step into the role of President, International Developmental Licensed Markets. This opportunity will allow me to work closely with our partners and leverage the strengths of our joint ventures to drive innovation and growth. My goal is to enhance operational efficiency, expand market reach, and ensure that our customers receive exceptional value.”

— Dario Baroni



Dario Baroni

**President, International
Developmental Licensed
Markets**

Career Highlights

- **McDonald's (2016-2025)**

2024-2025

Senior Vice President, International Operated Markets
Business Unit

2021-2024

Managing Director, McDonalds' Italy

2020-2021

Vice President Brand and Customer Experience,
McDonalds' Italy

2019-2020

Regional Director of Operations, McDonalds' Italy

2016-2019

Chief Marketing Officer, McDonalds' Italy

- **Vodafone Italy (2014-2016)**

2014-2016

Marketing Director, Consumer Business Unit

2014

Head of Prepaid Mobile

- **Proctor & Gamble (2002-2014)**

2011-2014

Senior Brand Manager, Laundry Detergents and
Additives WE

2008-2011

Brand Manager, Gillette

2006-2008

Manager, Shopper Marketing

2004-2006

Assistant Brand Manager, Home Care Italy

2002-2004

Group Leader, Research and Development

Key Accomplishments & Notable Achievements

- Under his leadership, the IOMBU has continued to achieve strong performance, with growing comparative and market sales.
- As Chief Marketing Officer of McDonald's Italy, Dario simplified the menu, launched McDelivery, and introduced successful digital and CRM strategies. These efforts helped turn around the business during a challenging period and improved operations and customer satisfaction.

Education

- Università di Pisa, B.E. , Chemical Engineering

Personal Facts

- Originally from Tuscany, he's worked in Belgium, Italy, Britian, and Switzerland. He and his family are relocating to the U.S. as he takes on his new role.
- He loves skiing and playing tennis.
- In 2021, Dario ranked fifth on Forbes Italy' s list of the top 100 business leaders in the country.
- He is an avid reader, with an eclectic taste in genres.

Favorite McDonald's Menu Item

- McCrispy with Fries

