



Jean-Pierre Petit

Executive Vice-President, Chairman & CEO France, President Southern Division

Jean-Pierre Petit is CEO of McDonald's France and Division President of the Southern Division for McDonald's Europe.

Jean-Pierre began his career at McDonald's in 1995 as Senior Vice-President, Marketing and Communications for McDonald's France, having managed the McDonald's account at BDDP, advertising agency for 10 years.

He has been key in the success of McDonald's in France notably with the attention he gave to the architectural development of the restaurants, the adaptation of the products to the French market and his transparency in terms of communication.

In March 2002, Jean-Pierre was appointed as Deputy Managing Director of McDonald's France, and in 2004 was appointed Chief Executive Officer of the French company. In 2005, he was appointed President of the Southern Division and in May 2007, Executive Vice President of McDonald's Worldwide.

Jean-Pierre started his career at the advertising agency TBWA in 1972. He moved to Young & Rubicam as Account Director and Development Director, before being appointed President of SNIP4 (Young & Rubicam subsidiary).

In 1984 he founded BDDP (today TBWA Paris) with Jean-Claude Boulet, Jean-Marie Dru and Marie-Catherine Dupuy, which within 10 years became one of the top three French communication companies.

Jean-Pierre lives in Paris and is married with three children.