



Jerome Tafani **Chief Financial Officer for McDonald's Europe**

Jerome Tafani is Chief Financial Officer for McDonald's Europe.

He is responsible for all strategic financial direction and investment decisions for McDonald's across Europe, including responsibility for IT and franchising.

Jerome joined McDonald's France in 1996 as a Director within the Finance department. In 2001, he became CFO of the Finance, IT, Security & Insurance and Legal Department.

He was promoted to Senior Vice President in 2004, before being appointed CFO for France and Southern Europe in June 2005. In France and in Southern Europe, Jerome was instrumental in maximising innovative strategies, such as remodels and McCafés, to drive profitability for both McDonald's and its franchisees.

Prior to joining McDonald's, Jerome spent three years as a Group Controller for Econom International and has also held positions with Vedior Bis and Deloitte & Touche.

He holds an MBA from Ecole Supérieure des Sciences Economiques et Commerciales (ESSEC).