



Jim Fox

Chief Restaurant Officer

Jim Fox is Chief Restaurant Officer for McDonald's Europe Limited where he heads up the European Operations, Equipment and Training team. Under his leadership, the team is responsible for the alignment of operations, training, operating platforms and equipment standards throughout Europe.

In addition, the team are also responsible for supporting local markets across Europe to improve the customer experience, working closely with each of McDonald's Europe's four divisions: Northern, Southern, Western and Eastern and company lead of European Food Improvement Team. Jim is also a member of the European Marketing Leadership Team.

Jim started at McDonald's in 1969 as a crew person in Hamilton, Canada. He has worked in various Operations, Field Service and Training roles throughout his career. Prior to coming to Europe, he was the Vice President of National Operations in Canada.

Jim has served as an Advisory Director for the Canadian Board. He is a recipient of the prestigious Presidents Award, Golden Arch Partner and three-time winner of the Global McDonald's Team Award. One of those awards was in recognition of Jim leading the development and then introduction of McFlurry to the McDonalds system. He recently completed the Oxford Strategic Leadership Program at the University of Oxford.

Jim is currently leading the European Food Improvement Team and working on the development of the future Service Platforms for the McDonalds system.

Jim is married to his wife, Patti and has four children. He first fell in love with Europe when he was a member of the Canadian National Water Polo team, where he played in places such as Budapest, Bratislava, Belgrade, Malta, Holland, France, Austria, Italy and Spain.