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**Pierre Woreczek**  
**Senior Vice President,**  
**Chief Brand and Strategy Officer**

Pierre Woreczek is Senior Vice President of Brand Strategy at McDonald's Europe and is responsible for sustainability, marketing and food strategy. He also leads the Business Insights department and Design Studio.

Pierre began his career with McDonald's in 1996 as Director of Marketing and Research at McDonald's France. In 1999, he was promoted to Vice-President, Marketing and Research, before joining Cadbury Schweppes as Director-General of Marketing and Development.

He returned to McDonald's in July 2003 as Vice-President of McDonald's European Food Studio, heading up the company's food and beverage strategy and brand innovations.

In July 2005, Pierre was promoted to Chief Brand and Strategy officer managing the strategic positioning of the brand and continuing overall management of the Food Studio.

Pierre has over 20 years experience in Marketing, R&D and advertising including six years at Jacobs Suchard and eight years in advertising.

Pierre lives in Paris and is married with three children.