



---

## **Steve Easterbrook**

### **President and Chief Executive Officer, McDonald's UK**

### **President, Northern Division**

Steve was appointed President and CEO of McDonald's UK in April 2006 and President, Northern Division, McDonald's Europe in January 2007 with responsibility for the UK, Sweden, Finland, Denmark, Norway, Iceland and the Republic of Ireland. Steve's current roles at McDonald's build on a 15 year career within the company which has included senior roles in finance and operations.

Under Steve's leadership, the company has embarked on a wide-ranging strategy to improve the experience for the two million customers McDonald's serves each day in the UK. Most visible have been a major restaurant design and re-imaging programme, innovation on the menu and investment in staff training.

Steve holds a number of key roles outside McDonald's, including chairing the CBI's Education and Skills Committee. He also sits on the CBI's Chairmen's Committee and is a member of the President's Group of the Employers' Forum on Disability.

In 2008 Steve was admitted to Oxford University as a Visiting Fellow, to lecture on Corporate Reputation. He is also a member of the steering group of The Prince's Rainforests Project. The project draws together people from governments, business and NGO's to help find practical solutions to tackle tropical deforestation.

Born in Watford in 1967, Steve attended Watford Boys Grammar School before studying Natural Sciences at Durham University. Prior to joining McDonald's in 1993, Steve enjoyed a successful career as an accountant with Price Waterhouse.