



Ofelia Melendrez
Vice President of Greater Southwest Region
McDonald's USA, LLC

Ofelia Melendrez, who began her McDonald's® career as an intern upon graduation from college in 1992, is Vice President of McDonald's Greater Southwest Region's operations team, focusing on Quality, Service and Cleanliness (QSC®) to improve overall customer satisfaction.

Most recently in her role as director of operations, Melendrez drove regional sales growth by leading an initiative to extend McDonald's hours of operations in the Greater Southwest region, which today leads all McDonald's U.S. regions in number of restaurants open 24 hours. She also worked with owner/operator-led teams to champion efforts to improve drive thru service – a convenience that busy McDonald's customers enjoy.

Melendrez's impressive rise up the McDonald's corporate ladder began just 13 years ago when the company's Los Angeles region recruited her through their McDonald's Internship program. The Los Angeles native received a BA in Business Administration from California State University Fullerton in 1993. In 1994, Melendrez received the Outstanding Restaurant Manager Award and, within seven years of employment, became chairwoman of the company's Hispanic Employee Network in Los Angeles.

In 2005, she won the Leadership Award from McDonald's Women's Leadership Network and today serves as executive sponsor of the Greater Southwest Hispanic Employee Network. Melendrez is credited with re-energizing the Network and providing coaching, mentoring, and inspiration to McDonald's Hispanic employees. Melendrez has also piloted several Hispanic Career Development classes and networking programs in Southern California and the Greater Southwest, giving back the same opportunities afforded to her.

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