



**William Lamar, Jr.  
Chief Marketing Officer  
McDonald's USA**

William (Bill) Lamar, Jr. is Chief Marketing Officer, for McDonald's USA. With more than 27 years of experience in the consumer oriented and restaurant industries, Lamar currently leads all U.S. marketing efforts for McDonald's USA.

Previously, he served as General Manager and Regional Vice-President for McDonald's Atlanta Region where he was responsible for over 700 restaurants covering Georgia, Alabama, South Carolina and portions of North Carolina and Tennessee.

Prior to that, Lamar a 21-year McDonald's veteran, served as Vice President National Marketing where he was responsible for U.S. Regional Marketing, U.S. Media, Hispanic, African American Marketing, the national advertising co-operative and local store marketing.

Through management roles at fortune 100 companies Quaker Oats and United Airlines along with management roles at Burrell Advertising, Lamar brings a tremendous amount of expertise, insight and leadership to his current position.

In addition to being a loving husband, and attentive father and results-driven leader at McDonald's, Bill is also actively involved in his community.

Lamar is a graduate of the University of Illinois – Chicago circle and the Northwestern University J.L. Kellogg School of Management.

Lamar is the husband of Kathy Amos Lamar, a community activist/volunteer, and father of two adult sons, Brian and Andrew.

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