



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

William (Bill) Lamar, Jr. is Chief Marketing Officer, for McDonald's USA. With more than 25 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. Overall, Lamar's restaurants grossed \$1 billion in sales.

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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