



Bridget Coffing
Vice President – Corporate Communications
McDonald's Corporation

Bridget Coffing serves as Vice President – Corporate Communications for McDonald's. Coffing has been a key member of the Communications Department for 20 years and is responsible for developing strategic communications plans to support business objectives.

In her corporate communications role, Coffing leads the corporate relations support for the company's Balanced Active Lifestyles activities, worldwide marketing communications, global field communications and other worldwide consumer brand activities.

Coffing also acts as the communications liaison to McDonald's Latin America and the McDonald's Global Communications Council.

Coffing joined McDonald's in 1985 from Golin/Harris Communications, where she specialized in food and consumer marketing. Coffing previously worked in the advertising and retail promotion areas.

Coffing is the recipient of numerous McDonald's awards, including the McDonald's President's Award, which is annually awarded to the organization's top 1 percent employees, and McDonald's Team and Way Awards.