



Dean M. Barrett
Senior Vice President
Global Brand Business Officer
Global Marketing
McDonald's Corporation

As the Global Brand Business Officer for McDonald's Corporation, Dean Barrett is responsible for facilitating all of the company's Global Marketing and Brand Business efforts. In this position, he oversees the company's Global Brand Business Planning efforts, Global Sports, Media and Entertainment Alliance marketing activities and facilitates marketing efforts system-wide. Barrett reports to the Global Chief Marketing Officer, Larry Light.

Barrett's 30-year career with McDonald's began in 1975 when he joined the company's Florida Region as a Marketing Supervisor. He progressed through various Field and National Marketing positions, including Field Marketing Manager, Field Marketing Staff Director, Director of Public Relations, Director of Field Marketing, Director of National Marketing, Assistant Vice President of National Marketing and Vice President of Worldwide Marketing.

Barrett received a Bachelor of Arts Degree in Political Science and Communications from Northern Illinois University in 1973. Dean currently resides in St. Charles, Ill., with his wife, Joan and their two daughters.