



Jackie S. Woodward
Corporate Vice President, Global Marketing
McDonald's Corporation

Jackie Woodward re-joined McDonald's Corporation in March 2001 to lead the worldwide professional marketing services team. In this capacity, she oversees the company's global efforts in media, licensing, entertainment innovation, alliances and family marketing.

Most recently, Woodward is the co-architect of Rolling Energy, the first-ever Global Marketing plan for McDonald's. Over the past three years, she was also part of the team which led McDonald's global "firsts": global media consolidation; re-launch of McKids; World Children's Day; Brand Business Planning; a worldwide Family Summit; and centers of excellence in media, merchandising, consumer research, promotional marketing, sports and entertainment alliance management and family marketing to support the McDonald's worldwide marketing community. She is also known to some as "Ronald's Mom."

Prior to McDonald's, Woodward served as Vice President/General Manager of UltimateBid, which created sports and entertainment experiences for both business-to-business and consumer channels. She was accountable for UltimateBid's consumer business, which was anchored by a strategic partnership with eBay, the world's leading online trading community. Woodward led the UltimateBid effort with eBay in launching "Tickets and Experiences," the first –ever co-branded category on eBay.

Woodward was at McDonald's Corporation from 1990-2000, where she developed the sports alliances marketing practice for McDonald's, first in the U.S. then globally. In 1999, she assumed responsibility for all McDonald's worldwide alliance activities, which include relationships with The Walt Disney Company, the International Olympic Committee, the NBA and World Cup Soccer.