



Bridget Coffing
Vice President – Corporate Communications
McDonald's Corporation

Bridget Coffing serves as Vice President – Global External Communications for McDonald's Corporation. Coffing has been a key member of the Corporate Relations function for 25 years and is responsible for developing strategic communications plans to support business objectives and build, differentiate and protect McDonald's global brand image and corporate reputation as the world's leading QSR experience.

In her role, Coffing leads the corporate media relations function, strengthening dialogue with international media, key stakeholders and the NGO community. She also heads the public relations function, promoting awareness, understanding and support for McDonald's priorities and initiatives among key internal and external constituents. Coffing develops communications strategies to reinforce the company's commitment to children's well-being, Ronald McDonald House Charities, marketing leadership, sports and entertainment alliances, global field communications and other worldwide consumer brand activities, including McDonald's FIFA World Cup and Olympic Games sponsorships.

Coffing partners with McDonald's Area of the World Corporate Relations leads and worldwide country communications leadership to align strategic direction and implementation of key priorities. She also acts as the communications liaison to McDonald's Latin America. Coffing is a founding member of the McDonald's Global Communications Council, driving communications alignment and the Worldwide Corporate Relations Council, helping lead issues preparedness and crisis management.

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 industry.

Coffing is the recipient of numerous top industry awards and McDonald's recognition, including the McDonald's President's Award, which is annually awarded to the organization's top one percent of employees, and McDonald's Team and Circle of Excellence Awards.