



**William "Bill" Lamar, Jr.  
Chief Marketing Officer  
McDonald's USA, LLC**

With more than 25 years of experience in the quick service restaurant, package goods, and transportation industries, he brings a tremendous amount of leadership, expertise and insight to his current position.

As Chief Marketing Officer, Lamar is responsible for the marketing, advertising and new product development in the United States. As a strategist and motivator, he led U.S. Marketing and Menu Management during the turnaround of the McDonald's business. Increasing market-share and spearheading the launch of the i'm lovin' it™ global campaign within the United States, Lamar's results helped lead to McDonald's being honored as "Marketer of the Year" by *Advertising Age* magazine.

Lamar is also a member of the U.S. Executive Management Team. His role is integral in the development of the strategic growth and positioning of the McDonald's brand.

Lamar began his career with McDonald's as National Marketing Project Manager. He has also held the positions as New York Regional Marketing Director; Restaurant Manager and Operations Manager.

Previously, he served as General Manager and Regional Vice-President for McDonald's Atlanta Region where he was responsible for the business results of over 700 restaurants.

Prior to that, Lamar a 22-year McDonald's veteran, served as Vice President National Marketing where he was responsible for U.S. Regional Marketing, U.S. Media, Hispanic, African American marketing, the national advertising co-operative and local store marketing.

Through various management roles at Fortune 100 companies including Quaker Oats and United Airlines, and holding management positions at Burrell Advertising, Lamar brings a commitment to enhancing the overall customer experience and driving results system-wide.

Recognizing the importance of mentorship in and outside of McDonald's, Lamar formed the **vibenetwork** – an organization for young professionals in marketing and communications to network and share best practices.

Recently, named one of the most powerful African Americans in corporate America, by *Black Enterprise* magazine, he is a sought-after speaker and industry panelist.

Lamar has been a keynote speaker for various organizations which include: New York *Ad Week*; POP Institute; American Association of Advertising Agencies Annual Conference - New Orleans; Golden State Foods Annual Conference - Palm Springs, Calif.; African American Urban Network Radio Conference - Atlanta, Ga.; *Chicago Tribune* Management Forum - Chicago, Ill.; AMA Conference - Washington, D.C.; University of Illinois at Chicago; In-Store Marketing Summit - Oak Brook, Ill., just to name a few. He has been Principal for a Day in the Chicago Public Schools sponsored by Mayor Richard M. Daley as well as Principal for a Day in the Atlanta, Ga. Public Schools.

Lamar is on the Board of Directors for Children's Memorial Medical Center - Chicago, Ill.; The National Caucus and Center on Black Aged, Inc. - Washington, D.C.; Ad Council and the University of Illinois Chicago Development Committee.

Lamar is a graduate of University of Illinois at Chicago and the J.L. Kellogg School of Management at Northwestern University. He is married to Kathy Amos Lamar a community activist/volunteer, and father of two adult sons, Brian and Andrew.