



*The lights are so bright as we speak with Bob Stewart for this edition of the Spotlight that we have to wear shades...*

#### **Your role at McD**

- What is your current role within the McDonald's System?

My current role is Corporate VP, Global Strategic Sourcing Services.

- What do you love most about your role in (The McDonald's System)?

What I really enjoy is working in a Global environment with diverse cultures, varied categories, market dynamics, committed suppliers and a wonderful team. The categories I lead include Strategic Sourcing for Logistics, Packaging, Toys, Kitchen Equipment, Marketing, IT and Restaurant Development. I am also now involved with the development of our Supply Chain Data Strategy which will support our Global Supply Chain team around the world. As you can see, it is very diverse which I really enjoy, and many of the categories are inexorably connected to our food, which is ultimately what drives our business.

- Tell me how you first got involved in the McDonald's System?

Twenty-three years ago, I was working for a global ocean freight company called Hapag-Lloyd. My neighbor was in McDonald's Supply Chain (referred to as Purchasing back then) and asked me speak to McDonald's in order to educate them on ocean freight. One thing led to another and McDonald's asked me to lead a Global Ocean Freight Strategy to support their international growth.

*Interviewed by Lisa Gallagher, ConAgra*



- Tell me about someone who has influenced you the most within (The McDonald's System)?

There have been so many people that have influenced me in the McDonald's System over the course of my career. But one person who stands out in my mind as I look back at leadership is Charlie Bell. Charlie passed well before his time but he was an extremely strong and passionate leader. He was an inspiration for all three legs of the stool and his decisiveness when difficult decisions needed to be made is what I remember most.

Another individual who I had great respect for was Fred Turner. Fred amazed me with his intimate knowledge of our business and brand and he never lost his unrelenting focus on the customer experience. This drove all of us to be keenly aware of the ultimate goal - customer satisfaction. He was extremely precise yet he acted on instinct. Fred clearly knew the inner-workings of the business at the restaurant level and I think that is something that we all need to have – to be true “students of the business.”

### **Regarding McDonald's**

- What do you think will be McDonald's biggest challenge over the next five years?

Leadership has provided us with a tremendous road map to grow McDonald's. One of our challenges will always be to ensure that the System is aligned to execute that road map effectively, bringing the benefits of the plan forward. Our strength has always been the ability to execute more effectively than our competition. If we can do that while staying focused on what is important to our customers, we will be successful.

- What do you wish other people knew about (The McDonald's System)?

I wish that our customers had a full appreciation for the quality of our Supply Chain. By this I mean the quality of people, product and processes within our Restaurants, Suppliers and McDonald's Corporation. All three legs of the stool are committed to continuous improvement day in and day out.



I also wish our customers had a greater understanding of the quality of ingredients that goes into not only their favorite McDonald's menu item, but into all of our products. Our customer today has an interest in learning where their food comes from and this provides us with an opportunity to educate them regarding the commitment to quality from the entire Supply Chain.

### Personal

- If you weren't (working for The McDonald's System), what would you be doing instead?

I would probably be involved in the Global Ocean Freight business given my background and experience in this area. My college degree is in Marine Transportation and I probably would have stayed in that industry, although taking advantage of the opportunity to work for McDonald's was the best career decision in my life.

- What might (someone) be surprised to know about you?

After college, I spent 3 years of my life working as a Ship's Officer on a merchant ship, primarily container vessels, although I worked on couple of oil tankers including a super tanker. This was mostly in the South American and Caribbean trade.

- Lastly, if your life was going to be made into a major motion picture, which actor/actress would you want to play you?

Pierce Brosnan comes to mind because of his James Bond role. I had the pleasure of meeting him in a hotel once in Ireland and he was really a nice guy. I spent 10 minutes asking him Bond questions (I'm a big fan of Bond movies), so that's an easy one- definitely Pierce Brosnan.

That's a wrap for this edition. Our many thanks, 007, for your Spotlight Interview!