



**YOUR FULL NAME:**

Yuliya Badritdinova

**YOUR JOB TITLE:**

Managing Director

**YOUR COMPANY:**

McDonald's Ukraine Ltd

**YOUR BRIEF BIOGRAPHY (250-300 words):**

Yulia Badritdinova is a Managing Director of McDonald's Ukraine, the leading food-service company of about 9 000 employees who serves more than 100 mln customers per year in Ukraine. Being one of the largest investors in Ukraine, McDonalds have contributed to country economy almost \$300 million in infrastructure and stores development during the last 22 years.

Yuliya has been working at McDonald's for 9 years and before she become a Managing Director, she was a Marketing & Corporate Communications Director. She was a Professor of Worldwide Hamburger University in 2017 and 2018 where she trained international teams of marketers from around the McDonald's organization.

Yuliya has a variety of experiences serving in non-for-profit Boards.

In 2016-2019 Yuliya was serving as an Executive Board member in leading non-for-profit IB International School in Kyiv (<http://www.psi.kiev.ua/>) where she was an active member of Governance & Strategy committee.

Mrs. Badritdinova has joint as a member of the Board of Directors of the American Chamber of Commerce (ACC) in Ukraine in March 2019 and she was appointed as a responsible Board member of Human Capital Committee.

Also, Yuliya is a Chair of Ronald McDonalds House Charities Board of Governors in Ukraine. The main goal of RMHC in Ukraine is to bring family-centered approach to the Ukrainian hospitals and open Family rooms in hospitals to keep families together while children are in treatment.

Sharing the philosophy of “living is giving” Yuliya and her husband Sergii actively support cultural institutions and events like Ukrainian National Museum of Arts, theaters, opera projects and others.

She is a very active and responsible parent never missing any school event of her 11-years old daughter Alina.

Yuliya is a proud Ukrainian, graduated from the University of Kyiv-Mohyla Academy (Economics) and the Chartered Institute of Marketing.

### ANSWER THE FOLLOWING QUESTIONS:

Why do you think membership in the American Chamber of Commerce is important for business operating in Ukraine?

The American Chamber of Commerce has clearly proven its ability to work effectively with the Ukrainian government. Its members and many other bodies and organizations strive to improve the operating and investment climate in Ukraine. In addition, every member has a voice to shape the priorities and focus areas for the Chamber’s work. Collectively much more can be achieved than by individual organization.

What motivates you to be a Chamber Board Member?

I believe McDonald’s being a large multi-national operator, significant investor in Ukraine and a long-standing member of the local business community has an obligation to contribute to the growth and improvement of the Ukrainian economy. I believe in the tremendous potential of Ukraine and I am committed to do my share to help it realize this. As a company, we are committed to lead changes and improve our customer’s experience and we are committed to use our scale for good globally and locally. We are ready to share our best practice with the country and other companies in a variety of areas like food safety, hospitality, integrity & compliance and innovations.

The Chamber is an incredible organization with an outstanding staff that works very hard for all members each and every day. It is a privilege to serve as a Board member with very committed and talented CEO's of other member organizations. I believe I can contribute a lot to the Chamber and receive a lot in return.

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Why do you feel you are qualified to serve on the Chamber Board? What skills would you bring to the Board?

I have a relevant experience of serving in non-for-profit Boards for the last 4 years. In 2016-2019 I was serving as an Executive Board member in profit IB School in Kyiv (<http://www.psi.kiev.ua/>) where I was an active member of Governance & Strategy committee.

I also have joint as a member of the Board of Directors of the American Chamber of Commerce (ACC) in Ukraine in March 2019 and I was appointed as a responsible Board member of Human Capital Committee.

Also, I am a Chair of Ronald McDonalds House Charities Board of Governors in Ukraine. The main goal of RMHC in Ukraine is to bring family-centered approach to the Ukrainian hospitals and open Family rooms in hospitals to keep families together while children are in treatment.

I have a clear understanding of the governance vs operational leading. I also share a high standards of integrity and compliance which is highly important to Chamber member companies.

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How have you been active in the Chamber over the course of the last two years?

I've jointed the Chamber in June 2019 and tried to understand what are the priorities, how cooperation is happening. I was active participant during Board meetings. I also participated in HR (HC) steering committee and prioritized committee agenda.

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What activity or Committee would you participate in and be responsible for?

If elected, I plan to continue participation in the Human Capital Steering committee, Food and Beverage Steering committee and to lead retail committee in future. It is a key area for many investors with many improvements to be implemented in order to attract more international investments in Ukraine. Since I represent McDonald's in Ukraine, I believe both McDonald's long-term experience and practical knowledge coming from daily operations can be instrumental assisting ACC with necessary expertise.

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