

**YOUR FULL NAME:**

Yuliya Badritdinova

**YOUR JOB TITLE:**

Managing Director McDonald's Ukraine, the Czech Republic and Slovakia

**YOUR COMPANY:**

McDonald's Ukraine Ltd.

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

I have been working at McDonald's for more than ten years and now I am a Managing Director of McDonald's Ukraine, the Czech Republic, and Slovakia, the leading foodservice retailer with more than 17000 employees.

I have a variety of experiences serving on not-for-profit Boards. As for American Chamber of Commerce I have been a member of the Board of Directors in Ukraine since June 2019.

I am the Chair of Ronald McDonalds House Charities Board of Governors in Ukraine. The main goal of the RMHC Chapter in Ukraine is to bring the family-centered approach to Ukrainian hospitals and open Family rooms in hospitals to keep families together while children are in treatment. Since the beginning of the war in Ukraine, RMHC Ukraine has reviewed its programs and among the main activities added vital ones during

the war: humanitarian support to communities and hospitals, the purchase of necessary medical equipment, and food kits for the affected Ukrainians. During this time, RMHC purchased and delivered more than 230 000 Food kits and more than 600 vacuum devices and aspirators for surgery and healing even the most severe wounds.

In 2016-2019 I served as an Executive Board member in the leading not-for-profit IB School in Kyiv - Pechersk School International, where she was an active member of the Governance & Strategy committee.

## ANSWER THE FOLLOWING QUESTIONS:

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

McDonald's is a large investor, who deeply appreciates that the American Chamber of Commerce follows its mission to make Ukraine a world-class destination for investment, innovation, and job creation. Based on my experience, I am well aware that ACC is there with the business, especially in challenging times. Engagement in Chamber committees, working groups, and top-ranked external events allows for achieving goals in the economy-wide environment and advocacy within sectors. We have a very strong partnership with ACC and benefit from a strong community and opportunities for voicing and finding solutions to various McDonald's needs.

During the wartime , ACC empowered companies to become more efficient in contributing to the development of Ukraine's welfare, which is particularly important now and became a call for investment in Ukraine's future recovery by uniting its members' power.

What motivates you to be the Chamber Board Member?

McDonald's is here to feed and foster communities. Being a foodservice retailer with more than 17 000 employees, our business has the advantages of providing expertise in Human Capital, Customer Care, Agriculture, Logistics, and numerous alerts that businesses continue to face, including new challenges of investing in Ukraine, supporting communities, and caring for people. People have always been at the very center of our work but when you are forced into war and rockets start to explode around you, the concept of "people care" acquires a completely different perspective. That is why the importance of Human Capital and people's needs in organizations and businesses are important and essential assets that contribute to development and growth. As a retailer, McDonald's cooperates with the different suppliers that we represent to help companies to grow, develop the market for investments, and foster their own community as a strong network of leaders and business professionals meet my own aspirations concerning how business should act and motivates to be an active and efficient board member. I am encouraged that ACC is a community of like-minded business leaders and top-level companies, united by common values and the highest standards of business conduct.

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

As a Managing Director McDonald's Ukraine, the Czech Republic and Slovakia I represent a compliant and transparent American company and I deeply share our values – Serve, Inclusion, Integrity, Community, and Family. For me and my leadership team, these values and this approach are essential as guidance in decision-making. Diversity in the cultural norms in management approach, long-term experience and practical knowledge coming from daily operations can be instrumental in assisting ACC management with the necessary expertise.

Being a member of the Board of Directors of the American Chamber of Commerce (ACC) in Ukraine since 2019, a Chair of the Board in a large charity organization, and an executive board member in an international school, I have been accumulating experience to fulfill this responsible governance role.

As ACC board member, I am eager to continue investing my skills and efforts to serve our common goals and leveraght opportunities for the prosperity of both ACC and its organization's members, and Ukraine.

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

I have been active in Board of Directors of the American Chamber of Commerce (ACC) in Ukraine since June 2019, and within the last 2 years served as a responsible Board member of the Human Capital and Retail & E-Commerce committees and in the role of Treasure. I've initiated the new priority for the Human Capital Committee, namely the establishment of favorable conditions for reintegration of defenders of Ukraine, because since this crisis started we have continued to challenge our thinking but have always put our people first. Also one of the most important things for me as Managing Director of the business with almost 10000 people in Ukraine is the liberalization of the regulation of labor legislation on a permanent basis, not for the Martial law period only. In this regard I and my team took part in the development of proposals and in the provision of their grounded comments on merits.

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

I am an engaged and active Board Member, also responsible for the Human Capital and Retail & E-Commerce committees where we strive to simplify legislation and to establish transparent and compliant rules for the industry to make Ukraine an easier and more attractive country to invest.

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AMERICAN CHAMBER  
OF COMMERCE  
UKRAINE

# 2024 AMERICAN CHAMBER BOARD OF DIRECTORS ELECTIONS

Are you a member of the Board of Directors of similar associations?

I am a member of the American Chamber of Commerce (ACC) Board of Directors in Ukraine since June 2019. While I am not engaged into other similar organizations, with no potential conflict of interests implied.

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