



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 am the Managing Director of McDonald's Ukraine, the Czech Republic, and Slovakia - the leading foodservice retailers, employing over 23,500 people, including around 11,000 in Ukraine. My career with McDonald's began more than 14 years ago, and I have been deeply involved in the company's strong growth, alongside contributing to Ukraine's economic development. Over the course of the full-scale invasion, we grew our chain by 20%, investing over ₴3.2 billion, and paying ₴2.6 billion in taxes in 2024 alone. Under my leadership, McDonald's Ukraine became the only restaurant chain listed among the TOP

100 Private Taxpayers of 2025 (ranked 39th) and was recognized by NV magazine as one of the Best Employers in 2025. I am honored to be recognized among Ukraine's top business leaders in 2025 - ranking second on Forbes Ukraine's list of the 25 Best CEOs and being included in the Delo.ua list of the Top 50 CEOs.

Since June 2019, I have served on the Board of Directors of the American Chamber of Commerce in Ukraine, contributing to initiatives that foster equitable labor conditions and business practices. I also chair the Ronald McDonald House Charities Board of Governors in Ukraine. The RMHC in Ukraine is adopting a family-centered healthcare approach. Since the beginning of the war, the RMHC has provided humanitarian aid to communities, purchasing medical equipment and food supplies. Currently, the organization is working on the construction of Ukraine's first Ronald McDonald House for families with children undergoing treatment. In 2016-2019, I served as an Executive Board member in the leading not-for-profit IB School in Kyiv - Pechersk School International, where I was an active member of the Governance & Strategy committee. In 2024, I joined Women on Boards Ukraine to advocate for workplace diversity and gender equality.

ANSWER THE FOLLOWING QUESTIONS:

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

I care deeply about Ukraine's future. In my role at McDonald's, I strive to leverage our company's reach and the trust we've earned with communities to contribute to a better policy environment and develop practical solutions that help people and businesses thrive. ACC helps us scale that impact, connecting companies that share values, amplifying good practices, and turning member insight into constructive dialogue with the government. As a long-standing member, we value the Chamber's integrity, predictability, and ability to convene effectively. It has served Ukraine's business community since 1992, aligning private-sector efforts with the country's reform and EU-integration pathway and encouraging investment that creates jobs and rebuilds confidence. That's why ACC membership matters: it turns care for Ukraine into concrete, collective outcomes.

What motivates you to be the Chamber Board Member?

I'm motivated by the belief that resilient, responsible businesses are essential to Ukraine's recovery, and that the Board can accelerate this by turning advocacy into execution. As Managing Director for Czechia, Slovakia, and Ukraine, I lead large teams, national supply chains, and franchise partners through disruption and growth. Reopening, scaling safely, and investing in people have taught me how public-private collaboration works when it matters most. On the Board, I would bring a data-driven, customer-centric, and action-based mindset combined with a regional perspective across EU and non-EU markets. I want to help the Chamber sharpen its priorities, measure outcomes, and champion initiatives that create jobs, expand local sourcing, and reinforce international confidence in Ukraine as a place to work, invest, and thrive.

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

I'm a leader who delivers in regulated, complex environments. Leading a multi-country business, I balance growth with safety, compliance, and transparent stakeholder engagement. I bring crisis and continuity management, governance discipline, people leadership with a focus on Human Capital, and an ESG mindset grounded in local supplier development and community programs. My approach is to set clear priorities, align stakeholders, and measure outcomes. I translate advocacy into execution, ensuring that the positions we champion are evidence-based and implementable for members across sectors. Above all, I work to build coalitions that move from intent to impact, responsibly and at pace.

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

Over the past two years, we've been an active voice in Human Capital - our core focus as a people business - sharing practical playbooks on workforce safety, skills, veteran integration, and well-being. I have served on the Chamber Board since 2019, contributing to priority-setting and to cross-committee initiatives that support a predictable, talent-friendly business climate. We've also supported member briefings and best-practice exchanges on reopening at scale, local sourcing, and inclusive workplaces, bringing lessons from Ukraine and neighboring EU markets. This combination, committee work plus Board service, helps us move quickly from discussion to delivery, and to elevate proven solutions for broader impact.

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

I'd continue to prioritize Human Capital (primary sponsor/driver), where our scale and systems can help members accelerate hiring, skills, veteran-friendly policies, and frontline well-being. I'd also contribute to CSR/Sustainability and Consumer Goods & Retail, sharing tested approaches on local sourcing, waste reduction, and customer experience. In addition, I'm keen to support Infrastructure / Real Estate & Construction discussions, bringing cross-market practices (site development, accessibility, community-centric design) that make cities more business- and family-friendly. My commitment is to execution: short, time-boxed work plans, clear owners, and simple KPIs, with quarterly progress updates so successful pilots can be replicated quickly across the Chamber network.

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

Yes. I serve as Chair of the Board of Ronald McDonald House Charities (Ukraine), where we advance family-centered care and community support programs. Beyond that, I hold corporate board responsibilities within McDonald's. I am not on the boards of other business associations, which allows me to dedicate focus to the ACC agenda and manage any potential conflicts transparently from my RMHC role. My RMHC governance experience, measurable impact, financial discipline, and stakeholder trust directly informs how I would serve the Chamber and its members.