

William Whitman Jr. Promoted to Vice President of Communications, McDonald's USA

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McDonald's USA recently announced the promotion of William (Bill) Whitman, Jr. to Vice President, U.S. Communications. Whitman replaces Richard Ellis, who re-joined McDonald's Restaurants of Canada, Limited. In his new role, Whitman will report directly to Don Thompson, President, McDonald's USA.

"A tireless McDonald's brand ambassador and company spokesperson, Bill's unique dedication to our brand has made a true and positive impact on our business," Thompson said. "Over the past two years, our U.S. Communications team has played a greater role in accelerating our U.S. Business results and Bill's appointment further ensures solid leadership in this critical area of our business."

As Vice President of Communications, Whitman serves as the Chief Communications Officer for the U.S. Company. He will oversee Management Communications, Internal and External Communications, Media Relations, Public Affairs and Stakeholder Engagement and continue to serve as the chief spokesman for the U.S. Company.

As a member of McDonald's U.S. Executive Leadership Team, Whitman will work closely with McDonald's U.S. and Senior leadership, franchisees, suppliers and other key stakeholders to define communications strategies and tactics that drive McDonald's U.S. Plan to Win and expand strategic partnerships and alliances across all facets of the McDonald's system.

"Bill started his McDonald's career 10 years ago as a Supervisor of Media Relations with McDonald's Corporate Communications Department," said Steve Russell, Chief People Officer, McDonald's USA. "Since then, he has progressed through a number of increasingly senior communications and public affairs positions. As one of the largest employers in the quick service restaurant industry, McDonald's is continuing its commitment to providing opportunities and career enhancement at all levels within the organization -- Bill exemplifies this commitment."

Most recently, Whitman was Senior Director, Media Relations and Public Affairs, McDonald's USA.

In this role, he served as the chief spokesman for McDonald's USA. He was responsible for developing and directing Media Relations, Public Affairs and Stakeholder Engagement strategies and tactics to drive McDonald's U.S. Business results. He was also responsible for managing crises and issues as well as media and crisis communications training for the company.

Prior to joining McDonald's, Whitman held communications and public affairs positions at Exxon USA and Fleishman-Hillard.

With more than 20 years experience in communications, Whitman has received recognition throughout his career from local, national and international organizations, including McDonald's Corporation, Exxon Corporation, Fleishman-Hillard International Communications, the National Academy of Television Arts and Sciences, the United Way and others.

Whitman is a graduate of Southern Illinois University with a Bachelor of Science Degree in Fine Arts and Communications.

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