

Green, Red and Black: Sustainable Business Practices in Tough Times and Beyond



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Francesca DeBiase is currently Corporate Vice President - Worldwide Supply Chain Management at McDonald's Corporation. In this role, Francesca is responsible for leading global strategy development for our major food and toy categories. Strategy development incorporates quality, contingency, food safety, sustainability, and risk management.

Previously, Francesca was based in Munich Germany as Chief Supply Chain Officer, McDonald's Europe, with responsibility for Strategic Sourcing, Quality Assurance, and New Food Development. During her seventeen years with McDonald's, she has lived in Chicago, Munich, Vienna and Warsaw.

Francesca began her McDonald's career as a Financial Analyst for Europe in 1991 and moved into International Controller Training in 1993. In 1996, she moved to Warsaw and was promoted to Director, responsible for Finance, IT and Supply Chain for McDonald's Poland. In 1998, Francesca assumed the position of Director in Central Europe, when the region consisted of 19 countries and approximately 500 restaurants. She was responsible for Finance, Franchising and Human Resources. Prior to joining Supply Chain full time, she was a key advisor to Supply Chain, Development and Operations in Europe – consulting on a variety of issues including pan-European savings initiatives, supplier consolidation and kitchen operating platforms. She was also responsible for the development of a number of tools and protocols designed to support Supply Chain.