Access to Experts

Brian Ray , Senior Director, Global HR Design Group , McDonald's Corporation

Mr. Ray, McDonald's senior director of the global HR design group, is the lead of the global HR design group. The group functions as thought leaders, developers and implementers of restaurant people strategies and solutions for the system to drive McDonald's growth strategies. Primary responsibilities include people measurement, employment image, people conventions, research and development, knowledge sharing and staffing/selection strategies. His GHRD group influences more than 31,000 restaurants in 118 countries. Mr. Ray joined McDonald's in 1980 as a management trainee in Canada. Following a 7 year career in operations he moved to Toronto as an HR generalist. As part of this role he lead the effort in the selection and training of the first Moscow's restaurant team. In 1995 he assumed the role of the first international HR training manager in Oak Brook, Illinois. In this role he was responsible for the development and delivery of the international HR development curriculum. In 1996 Mr. Ray assumed the director role of the North East division, a 2600, 17 state restaurant business unit based out of Philadelphia, PA. In this role he was awarded McDonald's prestigious President Award. He served in this position until 1999 when he was asked to join the innovate team. Innovate was a global initiative with a mandate to transform our business through globally standardized people roles, processes and information standards on an Oracle technology platform. Following Innovate, Mr. Ray joined the global HR design group and subsequently, in 2005, assumed leadership responsibilities of the group. Mr. Ray earned his bachelor's degree in environmental studies from University of Waterloo of Waterloo, Ontario, Canada. He is a member of the Society of Human Resource Management and served as a member of the inaugural Global Metrics Panel.

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