



PAM GOLDSTEIN

Ralph O. Nafziger Award Winner

ABOUT PAM

- Head of Crisis Communications for McDonald's
- Serves as a guest lecturer on crisis management at Northwestern University School of Law and the University of Chicago Booth School of Business
- Chairs the Walk to End Lupus Now: Chicago for the Lupus Foundation of America and was the co-chair for the University of Wisconsin's Chicago Alumni Association Scholarship Program
- Previously co-led Edelman's Data Security & Privacy Group and worked at the White House in the Office of Presidential Personnel
- Lives in Chicago's Gold Coast neighborhood with her husband and 1-year-old daughter

Major Awards

PR Week's 40 under 40 (2021), McDonald's President's Award (2020), Circle of Excellence Award (2020)

CURRENT FOCUS

Leading McDonald's global crisis communications team on issues including litigation, data security, labor and more

What do you do in your time away from work?

I'm a (very) amateur cook and baker and avid watcher of all things Shonda Rhimes.

How did you help guide McDonald's through the pandemic?

I oversaw a cross-functional center team responsible for key decision-making and strategy setting that would guide more than 100 market teams and enable the company to build trust in its response across the company and among external stakeholders. I also led McDonald's partnership with The White House to rollout nationwide vaccine education across US restaurants.



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