



Phyllis Ka Yan Cheung

Board Member

Nationality: Chinese

Year of Birth: 1970

Function in SGS

Member:

- Board of Directors

Professional Background

Phyllis Ka Yan Cheung earned a Bachelor of Arts degree from The University of Hong Kong and an executive M.B.A degree from The Chinese University of Hong Kong.

She has 30 years of experience in the consumer industry and has served as Chief Executive Officer of McDonald's China since 2015. Phyllis oversees business strategy, operations and development for the company's 4,500 restaurants. Under her leadership, the number of restaurants in China has doubled. She led the company's digital transformation to elevate the customer dining experience through omni-channel digital platforms. While accelerating business development, Phyllis also initiated various brand trust and sustainability programs, covering digital food safety, green restaurants, green packaging, children's welfare, youth employment and more.

Preceding her current role at McDonald's China, Phyllis served the company as Managing Director of Singapore and Regional Manager of Malaysia.

Prior to joining McDonald's, Phyllis was Strategic Planner at Leo Burnett. She has a long history of fast-moving consumer goods experience in Asian markets, such as Hong Kong, India and mainland China. She also spent several years working for some of the world's largest advertising agencies, including Saatchi & Saatchi, and J. Walter Thompson.

Phyllis is a council member of the Soong Ching Ling Foundation. She has been selected as one of the Most Powerful Women by Fortune China and Top 100 Business Women by Forbes China.

Other Activities and Functions:

- Fellow, Aspen China Fellowship
- Member, Aspen Global Leadership Network