



Individual Development Worksheet

Competency Profile

McDONALD'S CHINA
QUALITY SYSTEMS MANAGER
CATEGORY QA

Nov, 2014

Position Purpose

Be the customers' first choice, McDonald's offers safe and quality food to customers every time. Food safety and quality systems are critical enablers for sustaining business growth. Strong QA performance promotes customer trust and loyalty and supports good brand health.

McDonald's China is undergoing a dynamic growth period, and it opens 200-250 stores per year. Food safety is becoming more highlighted in China; today's customers are more aware of food safety and quality. Therefore the governance on food safety and quality systems are imperative in supporting continue business expansion and answering customer needs. The position will provide leadership in managing QA systems of specific product categories and areas. Be responsible in governing and maintaining QA standards to meet McDonald's specifications. Elevate product sensory performance in meeting McDonald's Gold Standards. Telling McD's product and quality stories in promote understanding and trust from targeted stakeholders.

Key customers include SCM Management, Category Leads, Field Supply Chain, New Food Supply, Menu, National Public Relations & Government R, National Marketing, Suppliers, Operation Management, Restaurants, Franchisees and Suppliers.

Principal Accountabilities In addition to following McDonald's policies and procedures, principle accountabilities include, but are not limited to:

Category Management

Upholding McD's Gold Standards

- Lead and deploy Category QS strategy for providing McD's quality products all time at all restaurants
- Understand and align Gold standard with suppliers and Operations
- Ensure suppliers understand and consistently comply with McDonald's product standards
- Quality performance & confidence trends analysis, improvement roadmap & initiatives
- Drive improvement in providing McD's Gold Standard products to customers at all time
- Optimize the leverage from Suppliers' Field services
- Drive ATCQ & BTCQ
- Govern exception and apply addendum from APMEA QA

Drive Best-in-Class Quality Systems

- Manage and ensure that suppliers adhere to McDonald's quality and food safety standards and procedures
- Ensure suppliers are meeting the McD's SQMS standards, and are audited yearly with satisfactory results
- Lead suppliers to have self driven QA systems performance tracking and improvement
- Lead Supplier development implementation
- Implement global sustainability strategy / initiative
- Define Best-in-Class standards / practices for directing continuous improvement
- Assess, approve and coach new suppliers to meet McD's standards
- Increase the no. of "AAA" supplier in the categories

Mitigate Risk to Business

- Plan and conduct supplier site visits and CAP follow up to strengthen overall quality confidence
- Validate McD's products (at manufacturing level and restaurant level) are fully comply with food regulations at all time, and develop strategy to cover possible gray areas
- Identify emerging issues and anticipate possible risks; develop strategy to mitigate risk to acceptable level

Support the Building of Quality Culture and Transparency

- Support strategy on building quality culture and transparency to different stakeholders
- Develop customer relevant product / quality content & messages for the categories to different stakeholders
- Conduct and lavage supplier to conduct training / sharing session to stakeholders

Contribute to SC strategy, initiatives and integration

- Provide technical support in developing category strategies / decisions



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- Provide technical consultant for Regional QA and Field Supply Chain
- Support New Product & Commercialization deployment
- Lead Issue investigation and emerging issues Identification
- Ensure QS database management, accuracy and efficiency

The following profile indicates the competency level demonstrated on a consistent basis by high performers in this position. The levels are not minimums. The target levels indicate the competency level generally required to perform this job successfully. The competency dictionary contains detailed descriptions of the competencies and the levels.

		TARGET COMPETENCY LEVEL			
		[1] Skilled	[2] Advanced	[3] Expert	[4] Strategic Leader
CORE	▪ Change Orientation		2		
	▪ Communicates Effectively			3	
	▪ Continuous Learning		2		
	▪ Customer Focus		2		
	▪ Drives to Excel			3	
	▪ Holds Self and Others Accountable		2		
	▪ Problem-Solving and Innovation			3	
	▪ Teamwork and Collaboration			3	
	▪ Values and Respects Others		2		
LEADERSHIP	▪ Coaches and Develops		2		
	▪ Maximizes Team Effectiveness		2		
	▪ Maximizes Business Performance		2		
	▪ Strategic Perspective		2		
FUNCTIONAL	▪ Decisiveness		2		
	▪ New Product cross-functional knowledge		2		
	▪ Impact and Influence		2		
	▪ Leverages Resources		2		
	▪ Negotiation and Conflict Resolution		2		
	▪ Organizational Structure/Culture		2		
	▪ Uses Technology Appropriately			3	
	▪ Business Case Development and Analysis		2		
	▪ Adapts to Changing Priorities		2		
	▪ Industry and Product			3	
	▪ Supplier Management			3	
	▪ Supply Plan Management		2		
	▪ Logistics Knowledge		2		
	▪ Project Management		2		