Arcos Dorados recognized by the Global Council of Corporate Universities

We are proud to share with you that Arcos Dorados has been recognized by the Global Council of Corporate Universities (GCCU) for the outstanding work of McDonald’s University in Latin America, headquartered in Brazil. Igor Ferreira, Dean of McDonald’s University was the winner of the “Leader of the Year” award.

The GCCU confers this recognition to corporate universities with the highest level of excellence in the world that have generated value for people, businesses and society. The recognition was delivered by a Qualifying Committee composed of renowned corporate university professionals from around the globe during the Global CCU Forum in Paris. Notably, the award ceremony was attended by His Excellency, Ambassador of Brazil in France, Paulo Cesar de Oliveira Campos.

“It is a privilege and an honor for me to receive this award. It is a recognition of a career within Arcos Dorados where I have held various positions, starting in the kitchen at a restaurant in Curitiba at age 14 until I became Dean of the prestigious McDonald’s University in São Paulo in 2015. This journey has meant that I have lived, firsthand, the values and philosophy of this great Company,” said Igor Ferreira.

Igor Ferreira began his career as an employee at a McDonald’s restaurant in Brazil and continued his education until completing a Master’s Degree in Business Administration. He has professional career included time working with other companies before returning to Arcos Dorados in 2015. As Dean of McDonald’s University he was responsible for designing the new university model to align with the work of McDonald’s University worldwide. Its objective is to position the institution as a facilitator of the Company’s strategy, and a disseminator for culture, to ensure Arcos Dorados remains an organization of excellence.

“One of the main commitments of Arcos Dorados is social mobility through providing the first formal employment for many young people, so that through hard work and dedication they can achieve their dreams. Igor Ferreira is an inspiration for all of us, not only for his excellent work, but because ambitious young people like him work every day in our restaurants. This is how Arcos Dorados positively impacts the lives of people and society,” added Sergio Alonso, CEO of Arcos Dorados.

McDonald’s University in São Paulo is one of seven Hamburger University campuses in the McDonald’s system around the world. It is built on an area of 3,500 m² and was designed by architect Lello Machado Raino. The institution can serve more than 300 students, and consists of an auditorium, the McDonald’s Nutrition Center, teacher’s room, classrooms, meeting rooms, and simultaneous translation booths. It also has three large classrooms equipped with the most advanced technological resources, as well as a soccer field and gymnasium.

“We are very proud to receive this recognition from an institution as prestigious as the Global Council of Corporate Universities. It is recognition of Arcos Dorados’ commitment to the continuous development of our people, as well as the work of Igor and his team. Today, our University has a great variety of programs, both for our partners in restaurants, and executives, in alliance with recognized business schools. These are programs that are not only key to the business, but also have a social impact, such as the Master’s in Strategies for Sustainable Development,” said Nicolas Uribe, Corporate Director of Training and Human Capital.

McDonald’s is internationally recognized for its values, and investing in the ongoing training and learning of its employees and partners. There are McDonald’s University facilities in the United States, Japan, the United Kingdom, Australia, Germany, China and Brazil.

To learn more about Hamburger University in Latin America visit: www.mcdonaldsuniversity.com.br