

Burger King revamps marketing

BY ELAINE WALKER

ewalker@MiamiHerald.com

Burger King announced Monday that it is revamping its marketing organization in order to streamline operations and increase regional accountability.

The changes are designed to provide an integrated approach to marketing and operations in North America. It's part of continuing efforts by new owner 3G Capital to flatten the organization and put its own stamp on the Miami-based fast food chain. Since taking over in October, 3G Capital has brought in a new management team and laid off hundreds of employees at the company's corporate office.

"We want to have more focus on decision-making at the regional and local level," said Jose Tomas, chief human resources and communications officer. "It's about greater efficiency and speed to market."

The new structure is not going to lead to any layoffs of employees, Tomas said. It's also not part of any signal of plans to change the company's advertising agency Crispin Porter, he said.

But as part of the changes, Burger King announced several executives have taken on expanded responsibilities:

Jonathan Fitzpatrick, formerly executive vice president, global operations, will assume the new position of executive vice president, chief brand and operations officer, responsible for all operations and marketing brand standards; global research and development; product innovation; and global brand management.

Steve Wiborg, executive vice president, North America; has assumed an expanded role that includes direct responsibility for all North America marketing.

Andreas Barth has been promoted from vice president, North America marketing to senior vice president, North America marketing. He will supervise the day-to-day North American marketing operations.

As a result of these changes, Global Chief Marketing Officer Natalia Franco will be leaving the company. She had been with Burger King for less than a year.

In other unrelated management changes, Burger King said that Tomas has also taken on the position of President of Latin America. Chief Legal Counsel Anne Chwat is leaving the company in April and Jill Granat vice president, previously assistant general counsel, has been promoted to take her place. Chief Financial Officer Ben Wells also left his position at the end of December, although he is working on special projects through April. The new chief financial officer and executive vice president, Daniel Schwartz, joined the company when 3G acquired Burger King last fall.