



Celebrating 20 Years of Progress

**TRPI**

The Tomás Rivera Policy Institute

**FOR IMMEDIATE RELEASE**

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**THE TOMÁS RIVERA POLICY INSTITUTE APPOINTS TO BOARD NORTH AMERICAN  
SUPPLY CHAIN SENIOR VICE PRESIDENT OF McDONALD'S**

**J.C. Gonzalez-Mendez brings 20 years of international leadership experience, deep ties to  
Latino community in North America**

**Los Angeles** – The Tomás Rivera Policy Institute (TRPI), the premier U.S. policy institute on Latino issues, has appointed J.C. Gonzalez-Mendez of McDonald's USA, LLC to its Board of Trustees.

Gonzalez-Mendez has more than 20 years of leadership experience with McDonald's both internationally and in the United States. He currently serves as senior vice president, chief supply chain officer for North America for more than 15,000 restaurants in the United States and Canada. He also has overseen operations for McDonald's in Latin America and Mexico and worked in supply chain and quality assurance for the company's European, Asian and Latin American markets.

"We are extraordinarily pleased to have Mr. Gonzalez-Mendez join the board," TRPI President and CEO Dr. Harry P. Pachon said. "He has an impressive background as a visionary leader and respected senior vice president of a Fortune 500 company.

"He also brings a working historical knowledge of the Latino community throughout North America. We are very proud of his willingness to help advance issues vital to Latinos in the United States through his commitment to our board."

"I am truly humbled and extremely honored to serve the Tomás Rivera Policy Institute and the Latino community in this capacity," said Gonzalez-Mendez. "Community-minded Latino leaders that I learned about growing up in Mexico paved the way for me to be where I am today. It is my pleasure to pay that favor forward and hopefully, give future generations the same opportunity to succeed."

**The Tomás Rivera Policy Institute**

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*TRPI is an independent 501 (c) (3) organization*

TRPI helps shape public policy by providing elected officials and community leaders with non-partisan research, and has developed a reputation as the country's premier policy institute on Latino issues. More about the institute is online at [www.trpi.org](http://www.trpi.org).

In 1984, Gonzalez-Mendez became the first employee for McDonald's Mexico, where he was responsible for developing the sources of supply for the first restaurant that opened in that country in 1985. As a student, he earned a B.S. in biochemical engineering from the Monterrey Institute of Technology in Mexico and an MBA from the University of Southern California, where he was inducted into The Latino Honor Society.

Gonzalez-Mendez worked as senior quality assurance manager for the European and Asian markets as well as a quality assurance manager for Latin America before spending eight years in the 1990s in McDonald's operations management in Los Angeles. Eventually, he had the opportunity to return to his native Mexico as the first Mexican president of McDonald's Mexico, where he served from 1998 through 2000.

He then served as vice president/international relationship partner for Latin America where he oversaw McDonald's operations in Bolivia, Chile, Colombia, Ecuador Paraguay, Peru, Uruguay, and Venezuela. He later headed operations as vice president/general manager in the Greater Chicago Region, which comprised 740 restaurants with sales in excess of \$1.4 billion.

Since 2003, Gonzalez-Mendez has worked in the company's U.S. Supply Chain Management, first directing purchasing and delivery systems for McDonald's USA, and now coordinating logistics, distribution, and food, paper, and toy purchases worth more than \$8 billion for more than 15,000 McDonald's restaurants in the United States and Canada.

Along with TRPI, he serves on the Board of Advisors of the National Council of La Raza (NCLR), is also a board member with Ronald McDonald House Charities of Chicago and Northwest Indiana and The People with Disabilities Fund of the Chicago Community Trust. He is also a member of the President's Advisory Council of the Marianjoy Rehabilitation Center. In addition, Gonzalez-Mendez was founder and president of Fundación Infantil Ronald McDonald-México, and he served on The Mexican American Opportunity Foundation-Los Angeles.

Gonzalez-Mendez is fluent in Spanish, English, and Portuguese. He and his wife, Deborah, live in the western suburbs of Chicago and have three children, Denise, Melissa and Carlos Daniel.

With the addition of Gonzalez-Mendez, the TRPI board has 30 trustees who serve three-year terms. Other trustees include Dr. Harry P. Pachon, TRPI President and CEO; Manuel Abud, Vice President and General Manager, Telemundo Los Angeles/KVEA-TV Channel 52; Leticia Aguilar, National Foundation Director and Market President, Bank of America; Tomás A. Arciniega, Assistant to the Chancellor, California State University San Marcos; Dennis V. Arriola, Senior Vice President and Chief Financial Officer, San Diego Gas & Electric Company/Southern California Gas Company; Daniel Ayala, Senior Vice President - Group Head of Global Remittance Services Card Services, Wells Fargo Bank N.A.; Rudy Beserra, Vice President, Latin Affairs, The Coca-Cola Company; Louis Caldera; Richard Cordova, President and Chief Executive Officer, Children's Hospital Los Angeles; Peter L. Diaz, Senior Vice President, Belo Corp.; Ennio A. Garcia-Miera; Gregory J. Mech, Managing Director, Western Division, Merrill Lynch; Stephen C. Meier, Chairman and Chief Executive Officer, Pfaffinger Foundation; Steve Moya, Senior Vice President and Chief Marketing Officer, Humana Health Care; Fred Niehaus, Senior Vice President, Public Affairs, Western Union; C.L. Max Nikias,

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## **About TRPI**

Founded in 1985, the Tomás Rivera Policy Institute (TRPI) advances informed policy on key issues affecting Latino communities through objective and timely research contributing to the betterment of the nation. TRPI is an affiliated research unit of the University of Southern California School of Policy, Planning, and Development and is associated with the Institute for Social and Economic Research and Policy at Columbia University.

Through these relationships, TRPI has access to a network of nationally-recognized scholars who carry out an array of broad-based research projects under the direction of TRPI's leadership. From questionnaire and sample frame development to survey interviewing and special events, the Institute provides reliable, objective information on attitudes held by the Latino community in the United States.

TRPI helps shape public policy by providing elected officials and community leaders with non-partisan research, and has developed a reputation as the country's premier policy institute on Latino issues. Over a period of 20 years, the Institute has published more than 200 research reports and policy briefs addressing a wide range of topics from immigration and education to technology and employment.

TRPI also hosts an annual conference series for policymakers, community leaders, academics and the media. The events, which have focused on Latino voting proclivities, improving Latino college enrollment, immigration and U.S. citizenship in an era of homeland security, and increasing wealth in the Latino community, have attracted national media attention and delivered policy recommendations to TRPI's national network. The hallmark of the series is the annual TRPI education conference, which focuses on improving college achievement in the Latino community.

The Institute's research has been cited by the Clinton and Bush administrations, the Congressional Hispanic Caucus of State Legislators, and the California Latino Legislative Caucus. Its website receives thousands of hits every month, and the Institute has been cited in the *Wall Street Journal*, *The New York Times*, the *Los Angeles Times*, *The Washington Post*, NPR, CNN, NBC, CBS, CNN en Español, Univision and *La Opinión*.

TRPI receives funding from state and federal governments and corporate and foundation donors. It is a nonprofit corporation governed by an elected board of trustees.

Website: <http://www.trpi.org>