

Monique Salas
Marketing Manager
McDonald's

Monique Salas is a marketer for McDonald's Corporation in the New York Metro area which is the company's second largest market in US with about 600 restaurants. In this position she manages six different agencies, developing media and marketing strategies, multicultural marketing and government relations.

She joined McDonald's in 2011 in the marketing department, managing 150 restaurants across Ohio, Louisiana and Mississippi, before managing about 800 stores and 9 agencies in Raleigh. Additionally, she led the strategy for the Hispanic Employee Business Network in both Ohio and Raleigh.

Ms. Salas, who originally is from Miami, Fla., earned a degree in Marketing Management and Entrepreneurship & Emerging Enterprises from Syracuse University's Whitman School of Management. Most recently, she completed an executive education class focusing on brand mastery at Northwestern University's Kellogg School of Management.