



**Alexandre Macedo – President, Tim Hortons**

Alexandre Macedo was appointed President of Tim Hortons in December 2017. Prior to that, Mr. Macedo served as President, North America for Burger King, where he led the turnaround of the BK business.

Mr. Macedo joined Burger King in July 2011 as Senior Vice President, Marketing, North America and also held the position of General Manager for the U.S. franchise business.

Prior to his quick service restaurant experience, Mr. Macedo was founder and partner of True Marketing, a Brazilian-based marketing consulting firm. He also worked at Brazilian brewing company AmBev, where he was head of the Brahma Beer business unit.