

# KIM BAYER-AUGUSTAVO

## BIOGRAPHY



## KIM BAYER-AUGUSTAVO

Kim is a tenacious, results-driven leadership coach drawing from many years of experience as a senior marketing officer at McDonald's Corporation. During her corporate tenure, she became a change agent and turn-around expert leading innovative growth strategies, marketing execution plans and talent development efforts for the West Division, a consistent top performing global business unit.

She is known for her leadership abilities, to advise and align franchisees and corporate management on developing industry-leading, customer first business and marketing plans. Recognized as a trailblazer with the ability to coach C-Suite executives, Kim has honed her skills into becoming a certified premium business coach. She works with driven CEO's with a desire to scale their business and the need to invest in quality guidance to accelerate their performance.

Kim's accomplishments at McDonald's included launching premium coffee which led to McCafé and developing the "Communities Grow with McDonald's" campaign, bringing brand trust to the forefront as a key global strategy. She earned multiple awards for major contributions and served Ronald McDonald House Charities as a board member for many years.

Kim and her husband, Ed, reside in Seattle with their Irish Setter, Brady, and have 6 grown children and 3 grandsons. In her spare time, you can catch her on a ski slope in the Cascades or hosting a dinner party for family and friends.

### Executive Summary

Kim Bayer-Augustavo is a Certified Gazelles International Coach who helps CEO's and their leadership team scale their business. She is recognized for her ability to accelerate growth by removing barriers and identifying opportunities clients were not capable of seeing on their own. Her trademark is fostering a culture of accountability and alignment to reach the summit (annual and long-term goals).

### Industry Specialties

- Hospitality/Food/Restaurant
- Marketing and Advertising
- B2C and B2B
- Talent Management

### Coaching Specialties

- Executive & Business Coaching
- Private Equity
- Alignment and Team Building
- Brand Marketing

### Specific Expertise

- Strategic Management
- Execution Planning
- Brand Marketing
- Talent Development
- Executive Leadership
- Organizational Alignment.

### Current

- CEO & Chief Business Growth Coach, Augustavo International
- Four Decisions® Certified Executive Coach, Gravitas Impact Premium Coaches
- VP Programming, Board Member, American Marketing Association Puget Sound

### Past

- Division Marketing Officer, McDonald's Corporation
- Division Sr. Marketing Director, McDonald's Corp.
- Regional Marketing Director, McDonald's Corporation
- Professor of Marketing Leadership, McDonald's Worldwide Hamburger Marketing University, Chicago
- Board Member, Grants Chair, Ronald McDonald House Charities

### Education

- BA Communications/Advertising, minor in Speech, Washington State University; cum laude graduate