



Mats Lederhausen

Investor and Advisor to Purpose-Driven Enterprises

TOPIC: Social Change

SUBTOPICS: Innovation; Environment and Climate; Marketing and Sales; Entrepreneurship

BIG IDEAS:

Purpose Bigger Than Product

Mats' career has been centered on leading corporate transformation. First at McDonald's in Sweden, where he pioneered green practices and saw how important a deeper purpose is when leading change. Later at McDonald's headquarters, where Mats led the global corporate strategy and built the ventures portfolio with strong brands such as Chipotle and Pret A Manger. His core philosophy: a clear, compelling and credible purpose that is bigger than your product is essential for building truly great companies with superior

performance. Does your company's purpose make room to rethink your place in the world, give new meaning to the lives of your people, redefine success? Mats helps audiences understand why a larger purpose is paramount in today's relentless business environment and how to tie it to key strategic imperatives such as talent management, corporate reputation, innovation and brand strength.

BIOGRAPHY

After a long career both as a Joint Venture Partner and as a senior executive of McDonald's Corporation, Mats Lederhausen formed his own company in early 2007. The company is focused on building businesses with a "purpose bigger than their products®" This philosophy is based on both ancient philosophy as well as observations and experience from companies that were propelled by a strong purpose. Brands that have a strong conviction around why they exist and who they exist to serve will end up attracting better employees and more loyal customers and therefore ultimately be more successful.

BE-CAUSE will also do selective consulting projects for companies in the areas of CSR, Corporate Reputation, Innovation and Strategy. But the primary focus is on providing intellectual and financial capital to companies that want to scale an already proven business model.

Prior to forming BE-CAUSE, Mats served as Managing Director of McDonald's Ventures. McDonald's Ventures managed the investments McDonald's held in future oriented growth initiatives including Chipotle Mexican Grill, Boston Market, RedBox DVD and Pret A Manger. As a director, Chairman and finally lead director of Chipotle from 2000-2006, Mats helped shape the strategy that ultimately led to one of the most successful restaurant IPOs of all times. Mats was on the founding team of RedBox and served on its board until Coinstar acquired McDonald's stake in RedBox in the spring of 2009.

Mats joined McDonald's Corporation in 1999 as head of global strategy. During the next 4 years he had the responsibility for global strategy and business development.

As President of Business Development Mats later assumed responsibility for worldwide menu, worldwide real estate and restaurant R&D. During these years Mats played a key role in shaping the agenda that later has helped McDonald's complete one of the most successful corporate turnarounds in recent history.

Born in Stockholm, Sweden, Mats began his career with McDonald's in 1979 as a part-time crew member in Sweden. In 1983, he participated in the McDonald's Management Development Program and worked as a store manager from 1984 to 1985. Lederhausen worked for The Boston Consulting Group in London from 1988 to 1990. In 1990, he returned to McDonald's and in 1993 became the Managing Director and Joint Venture Partner for McDonald's Sweden. Under his leadership, the company grew from 40 restaurants to nearly 170 restaurants.

Mats was named one of Crain's Chicago Business' "40 under 40" to watch in 1999 and the World Economic Forum honored him as a "Global Leader of Tomorrow" in 2000. Mats is currently a special partner to Sterling Partners as well as CUE BALL. Mats serves as Chairman of the board of ROTI Mediterranean Grill and Educate Inc. (Sylvan Learning). Mats also serves on the board of Itrim and Cue Ball. Mats serves as Chairman of the board for the not-for-profit Business for Social Responsibility and serves on the board of trustees of Ronald McDonald House Charities. Mats received a Master's degree from Stockholm School of Economics in 1988. Mats lives in Chicago with his wife, Dr. Jessica Lederhausen and their 4 children.