

CASE STUDY

Senior Delivery Partnerships Manager, UK & Ireland

CLIENT OVERVIEW

McDonald's is one of the world's most established QSR brands, with delivery now representing a significant share of revenue across the UK and Ireland.

Bite Talent – Website Content As delivery channels continued to scale, the business required a senior commercial leader to take ownership of partner performance and protect a critical revenue stream.

This was not a standard hire. It was a commercially sensitive role tied directly to growth and operational performance.



CHALLENGE

McDonald's needed a candidate who could operate at the intersection of commercial strategy and operational delivery.

The role required:

- Ownership of relationships with major delivery platforms
- Accountability for a revenue channel representing a significant portion of total sales
- The ability to influence internal stakeholders and external partners at senior level

This skillset is highly competitive and rarely available on the open market. Delays or a mis-hire would directly impact revenue performance.

WHAT BITE DID

We activated a targeted search across our existing network of senior commercial operators in delivery, last-mile and platform partnerships.

Our approach:

- Mapped the market across QSR, retail and e-commerce delivery environments
- Engaged pre-qualified candidates with proven revenue ownership
- Delivered a refined shortlist aligned to both commercial and cultural requirements
- Managed the full process from outreach to offer

This allowed us to move quickly without compromising on quality

THE RESULT

We placed a senior commercial leader with direct experience managing large-scale delivery partnerships and revenue performance. The candidate brought:

- Proven ownership of high-value commercial account
- Deep understanding of delivery ecosystems and platform dynamics
- The ability to influence performance across multiple stakeholders

They were able to step into the role with immediate credibility.

COMMERCIAL IMPACT

- ✓ Role filled in under 6 weeks
- ✓ Immediate ownership of delivery partnerships representing a major share of UK & Ireland sales
- ✓ Significantly faster than a typical internal or multi-agency process
- ✓ Reduced risk across a key revenue channel

THE OUTCOME

McDonald's secured a commercially focused leader to manage and grow a critical part of the business.

The hire strengthened partner performance, protected revenue, and ensured the delivery function could continue to scale with the wider business.