

# Together We Lead. Together We Change.



## Community and connections mean everything at Altria.

Our ability to compete and succeed is directly tied to our people's own success and personal growth.

Altria's Hispanic community is diverse. We've created an ecosystem of support from our sponsor and mentorship programs to professional training and development, allowing unique opportunities for leadership and networking that strengthen us all.

Success happens together at Altria.



Sí! is Altria's Hispanic Employee Resource Group (ERG) created to inspire and elevate our Hispanic talent professionally and beyond. By celebrating and understanding Altria's employee communities, we aim to grow and streamline new opportunities. Hispanic cultural and social events create shared experiences and chances for new connections, while our community events help us navigate new skills and professional paths. Altria's Executive Hispanic Caucus was established to support and advise Sí! Leadership as well as provide guidance around talent engagement and advocacy.

## HoLA

Altria is committed to helping all new talent find a smooth and supportive start to their careers. Our four-month Hispanic Leadership Academy (HoLA) program welcomes new and junior Hispanic employees through professional development, cultural reflection, and industry knowledge to give them a head start toward leadership and well-grounded careers.



Altria's employees are critical to our long-term success. Every individual has a unique story, and a different perspective and ideas for how we will achieve our Vision. We recognize the power of this diversity and how the full inclusion of Hispanic diversity and identity makes us a stronger, more creative and innovative company."

**Michael Thorne-Begand**

Vice President & Chief  
Inclusion, Diversity and  
Equity Officer



*Leaders across the country came together in June to congratulate our Hispanic Leadership Academy second cohort graduates and our third cohort participants.*

## Transforming an Industry, Building Opportunity

The tobacco industry is changing for the better and Altria is more than an agent for change. Our future is about innovation, harm reduction, and informed consumer choice, and our companies are leading the way in moving adult smokers away from cigarettes. By taking action to transition millions toward potentially less harmful choices, we are taking bold steps to innovate a global industry that is hundreds of years old. Innovation requires trust. To build that trust, you need to have respect and you need to have a shared commitment.

Across our company—spanning corporate leadership, branding, manufacturing, science, and sales—our Hispanic community is integral to our success. To help us better understand and connect with our adult tobacco consumers, suppliers, and each other, our Employee Resource Groups bring together people with shared characteristics or life experiences. Our ERGs help us benefit from our diversity and become more inclusive.

Work at Altria is meaningful and full of opportunities for career growth. Almost a decade ago, we launched Si! to influence

business and organizational decisions for our Hispanic employees to thrive at Altria. By providing mentorship, leadership guidance, and cultivation, we ensure that our personal and cultural connections aren't checked at the door. These bonds help keep communities strong, and they also help us forge relationships with other unique groups.

With additional programs like HoLA, the Hispanic Manager Sponsorship Program, and Your Career, Your Journey (Tu Viaje Series), our goal is a holistic selection of learning and support opportunities, no matter where you are in your career. Everyone has a different story to tell, and it's important to share those stories so we can lead our industry together.

At Altria, we value life experiences, cultural backgrounds, and our different heritages. By creating more ways to highlight our Hispanic leadership, expand growth initiatives, and build our support networks, we can create change for our industry that goes beyond expectations. We invite you to connect with our community and share your voice with us. There is so much we can learn from each other.

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"Si! has enriched my career at Altria by broadening the impact I make outside of my day job. I've had the opportunity to volunteer in the local Richmond community, collaborate on an agile team improving the Hispanic experience at Altria and pay it forward by supporting others in their career journey, like so many did for me. It makes my job that much more rewarding."

**Sara Colunga Quigley**  
Senior Brand Director  
NJOY



**Altria**