



## **K.C. Crosthwaite**

*Chief Executive Officer*

K.C. has more than 20 years of experience in product development, management, and stakeholder and regulatory engagement. Most recently, K.C. served as Chief Growth Officer of Altria, where he spent several years focused on alternatives to combustible cigarettes. K.C. is a graduate of Marquette University, and earned his MBA from Providence College.