



**Ricardo Oberlander**

**President and CEO of Reynolds American Inc.**

Ricardo Oberlander is the president and CEO of Reynolds American Inc. (RAI).

Oberlander assumed his role on January 1, 2018, after serving on the British American Tobacco p.l.c. (BAT) Management Board as Regional Director for the Americas since January 2013. He joined Souza Cruz (BAT in Brazil) in May 1989 and held several leadership roles, including Marketing Director of BAT Malaysia, head of marketing for the Americas region, General Manager and President in France, and Global Consumer Director in London.

Oberlander was a member of the RAI Board of Directors from December 2014 until the acquisition by BAT in July 2017. He also served as chairman of the Board of Directors for BAT Souza Cruz from April 2013 through April 2016. In July 2019, Oberlander was appointed to the Wake Forest University Business School Board of Visitors. A native of Brazil, Oberlander has a degree in statistics from Escola Nacional de Ciências Estatísticas (ENCE) as well as an MBA from Instituto Brasileiro de Mercado de Capitais (IBMEC), both in Rio de Janeiro, Brazil.