



VIRGINIA INITIATIVE FOR
**GROWTH &
OPPORTUNITY**
IN EACH REGION

CLIFF FLEET

Retired president and CEO of the Colonial Williamsburg Foundation and Philip Morris USA

BIOGRAPHY

Cliff Fleet is the retired president and CEO of the Colonial Williamsburg Foundation and Philip Morris USA. He has had diverse and rich career across both the for-profit and not-for-profit sectors with expertise in strategic planning; educational programming design and delivery; developing and managing complex business model changes; financial planning and capital market transactions; disciplined operational management across varied functional areas; board governance, training, and assessment; and stakeholder management and communications.

Cliff's leadership of Colonial Williamsburg leading up to the nation's 250th anniversary and the Foundation's centennial in 2026 implemented a new strategy and associated operational changes that transformed the organization. Colonial Williamsburg returned to national relevance by greatly expanding its educational impact, conducting a capital campaign that raised over a half a billion dollars, and restored the Foundation's fiscal health with an A+ credit rating after decades of financial distress.

Cliff previously retired from Altria as the President and CEO Philip Morris USA, after a successful multi-decade career serving in a variety of diverse business roles including leadership ones in strategy, finance, investor relations, operations, marketing, and supply chain management.

Cliff has led and served on a wide variety of boards. He has Chaired the William & Mary Foundation, the Jamestown-Yorktown Foundation, the Virginia Business Higher Education Council, and the Hampton Roads Business Roundtable.

Cliff is a graduate of William & Mary, obtaining an undergraduate degree in history and religion, a graduate degree in American history, a Master of Business Administration, and a Juris Doctor from the institution. Cliff also holds a graduate degree in education from the University of Virginia. Cliff also was a professor at the Mason School of Business for many years.

Cliff has won numerous awards over his career, including being named nonprofit CEO of the year in 2026 by Virginia Business magazine in recognition for his leadership of Colonial Williamsburg.