

## **Cliff Fleet**

### **Managing Partner, SIR**

Cliff Fleet is the Managing Partner of the Southeastern Institute of Research or S-I-R as most people refer to it. SIR is a 55-year old strategic consultancy that specializes in developing ideas and strategic plans that transform the future for businesses, non-profit organizations, and communities.

Before joining SIR, Cliff was the President & CEO of Philip Morris, U.S.A. where he was responsible for all aspects of its operations. During his career at Philip Morris, Cliff held a number of leadership roles in marketing, sales, strategy, finance and operations.

Cliff has firsthand experience on what drives site location decisions. While leading Philip Morris and the Altria family of companies, Cliff was involved in all aspects of national site selection decisions, including decisions on sites in North Carolina.

Cliff received his undergraduate and graduate education from the College of William & Mary. Cliff currently serves on the Jamestown-Yorktown Foundation Board, the College of William & Mary Foundation Board, the ChamberRVA Board, the Board of Virginia Repertory Theatre and the Virginia Higher Education Business Council.

