

WOMEN LEAD NC

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Kara Calderón
Head of Sustainability
Reynolds American Inc.

Kara Calderón is Head of Sustainability for Reynolds American Inc. (Reynolds), a wholly owned subsidiary of the BAT Group. She leads Reynolds' U.S. sustainability strategy, driving environmental initiatives across packaging, operations, and regulatory compliance. Kara also oversees the company's philanthropic giving, community investment, and employee engagement programs.



Over her two-decade career with Reynolds, Kara has held leadership roles spanning consumer marketing, communications, community engagement, and environmental compliance—beginning in the company's former Santa Fe, New Mexico office and now based at its corporate headquarters in Winston-Salem, North Carolina. She is widely recognized for her people-first mindset and purpose-driven leadership and is regarded as a respected change agent within the company and across the industry.

Kara plays a pivotal role in advancing Reynolds' commitment to reducing the health impact of its business, including leadership on next-generation product initiatives and Underage Access Prevention programs.

She holds an MBA from the Anderson School of Management at The University of New Mexico. Kara serves as Board Chair for Keep America Beautiful, President of the Santa Fe Natural Tobacco Company Foundation, and sits on the Board of Advisors for the Wake Forest University Face-to-Face Speaker Forum. She also leads Corporate Giving for the Family Services Inc. One Step Closer Campaign.

Kara and her husband Daniel are proud parents of two college-aged children. In her free time, she enjoys golfing, cooking, and spending time in the water. A certified Master Scuba Diver, Kara dedicates her vacations to ocean conservation—removing trash from the sea floor and helping protect marine ecosystems from invasive Lionfish.