

WOMEN LEAD NC

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Shay Mustafa
Senior Vice President, Business Communications and Sustainability
Reynolds American Inc.



Sharonda (Shay) Mustafa is SVP of Business Communications and Sustainability at Reynolds American Inc. (Reynolds), the largest market in the global BAT Group. A member of the U.S. executive team and BAT's Global leadership community, she is helping transform the tobacco industry and plays a pivotal role leading Reynolds' Communications and ESG agenda.

Previously, Shay held commercial leadership positions across Reynolds' brand portfolio, including launching, commercializing, and responsibly marketing next generation products. Beyond CPG, she has worked in the payments technology and banking sectors. She is also an entrepreneur, having co-founded an advertising technology start-up and led it to securing Series A investment. Her most recent project, the Intrapreneur's Forum, is focused on creating value by applying entrepreneurial principles within large organizations.

In 2024, Savoy Magazine named Shay one of the Most Influential Executives in Corporate America. She was also named a 2023 and 2024 Global 100 Empower Executive, recognizing her efforts to promote diversity and inclusion. Shay is also the Executive Sponsor of the African American ERG at Reynolds. In 2023, she founded BAT's Women's Executive Network, which is advancing and sustaining gender diversity and inclusivity within the BAT Group's executive leadership ranks.

She earned her MBA in Marketing from the University of Tennessee, Knoxville, and a BA in Business Administration from Rhodes College.