

DENISE F. KEANE



CAREER SUMMARY

C-Suite executive with deep knowledge of strategy, mergers and acquisitions, regulation, risk management, corporate governance, and compliance. Executive Vice President with extensive experience counseling the board of NYSE company with revenues in excess of \$25 billion. Responsible for development and execution of transformative business strategies. Managed domestic and international regulatory planning for large CPG companies. Extensive experience in the public policy area. Strong collaborator/leader with a proven track record dealing with restructuring, succession planning, and talent acquisition.

PROFESSIONAL EXPERIENCE

Principal, D. Keane LLC **2017 - Present**

Advisor on regulation, risk management, corporate governance, and leadership.

Executive Vice President and General Counsel, Altria Group, Inc. **2008 - 2017**

Leader on the executive management team with primary responsibility for the law, corporate secretary, and brand integrity departments:

- Managed M&A including a business combination in excess of \$100 billion;
- Developed strategy for corporate restructurings;
- Instituted Foreign Corrupt Practice Act compliance programs;
- Resolved multi-billion dollar product liability and anti-trust litigations, and complex nation-wide arbitrations;
- Managed critical investigations.

Senior Vice President and General Counsel, Philip Morris USA **2001 - 2008**

Responsible for the law department: directing commercial and product liability litigation; developing strategic plans to deal with regulation; and advising on marketing, distribution, consumer analytics, and policy related issues.

Senior Vice President, World Wide Regulatory, Philip Morris Companies **1998 - 2000**

Developed and supported the execution of key regulatory strategies for global tobacco, food, and beer operating companies.

BOARD EXPERIENCE

Virginia Museum of Fine Arts	2014 - Present
Chair, Budget and Compensation Committee	2019 - Present
Chair, Governance and Audit Committee	2016 - 2019
DirectWomen, Chair	2018 - Present
LCLD, Director	2013 - 2017

SELECT AWARDS

Corporate Executive Board - Effective and Innovative Management Award
Minority Corporate Counsel Assoc. - Employer of Choice Award
Financial Times - Innovative Lawyers Award
Inside Counsel Magazine - Transformative Leadership Award
National Bar Association - Diversity Challenge Award
Burton Award in association with Library of Congress - Legend in Law Award

EDUCATION

University of Virginia Darden School of Business - Executive Program
St. John University School of Law - Juris Doctorate
Manhattanville College - Bachelor of Arts

SELECT EXTERNAL ENGAGEMENTS

Harvard and the ABA
 “National Summit on Achieving Long Term Careers for Women”
Economist Conference
 “Developing and Managing an Effective Organization”
National Association for Female Executives
 “Changing Landscape and Opportunities for Women”
American Bar Association
 “Team Leadership: Playing to Our Strengths”
SHB panel with Justice Sandra Day O’Connor
 “Advocates for Success”
LCLD panel with Anne-Marie Slaughter
 “The Question of Leadership”