



Big Tobacco on Campus: Philip Morris USA Recruiting at the University of Washington

Evan L. Thacker

Spring 2008 Tobacco and Public Health course

University of Washington

June 4, 2008

CAREER ADVANCEMENT

CROSS-FUNCTIONAL BROADENING ASSIGNMENT MAY INCLUDE:

- Brand Management
- Marketing & Promotion Services
- HQ Sales - Customer Service
& Merchandising
- HQ Sales & Brand Management Training
- Youth Smoking Prevention
- Strategic Staffing
- Business Development Planning

BROADENING ASSIGNMENT

BROADENING ASSIGNMENT

Philip Morris
USA
83

April 15, 2008 UW Career Fair



April 15, 2008 UW Career Fair

CAREER ADVANCEMENT

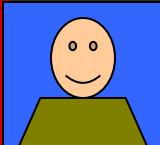
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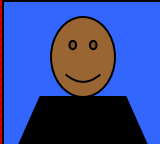
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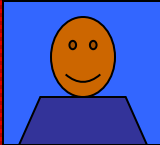
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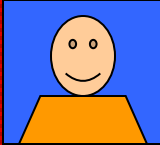
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CAN'T
BEAT THE
EXPERIENCE

PHILIP MORRIS



April 15, 2008 UW Career Fair

What is your day-to-day work like?

- Work with retailers to sell PM products.
- See about 150 accounts per month, mostly convenience stores, etc. – anywhere that sells cigarettes.
- Offer direct cash incentives to stores to display PM products and advertisements appropriately.

What are the PM brands?

- He listed the brands faster than I could take my next breath.
- Very knowledgeable about the products and the process of effective sales.



April 15, 2008 UW Career Fair

What do you like about your job?

- Likes the feeling of helping small-business owners – many who are first generation in United States – grow their business.
- Initially hesitant to work for PM because they sell a “potentially harmful product.”

So, why did you decide to do it?

- Lots of cool, amazing people to work with.
- Social support network through coworkers.
- Anytime I need anything I can call someone on my cell and they have time for me.
- And on and on and on about how she loves the people she works with.

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Can you tell me a little about your youth smoking prevention program?

- We spend millions of dollars a year on youth smoking prevention.
- We don't want kids to smoke.
- “We Card” program – sales reps enforce.



Does your youth smoking prevention program include messages about the health dangers of smoking?

- She did not know – looked puzzled.
- We don't try to get people to smoke.
- Our message is just “If you do smoke, smoke ours!”



© Philip Morris USA 2006 13367-3

WELCOME TO THE ALTRIA GROUP OF COMPANIES CAREERS SITE!

With Altria Group's recent spin-off of Philip Morris International and acquisition of cigar/pipe tobacco maker, John Middleton, Altria Group and its operating companies are preparing for long-term growth.

This interim site allows you to search and apply for jobs and learn about the Altria group of companies. Check back often as we re-build the site to reflect the opportunities developing at Altria.

JOIN OUR FAMILY

Why work at an Altria company? It's common to hear reasons such as great people, opportunities, challenging work and corporate and individual responsibility.

LOOKING FOR A JOB WITH REAL RESPONSIBILITY?

[SEARCH FOR JOBS NOW](#) ➔

Profiles let you receive e-mail with new job postings, save job searches, store resumes and cover letters and review previously submitted job applications.

[CREATE A NEW PROFILE](#)

[ACCESS AN EXISTING PROFILE](#)

ALTRIA GROUP OF COMPANIES

ALTRIA GROUP, INC.

is the parent company of several subsidiary companies listed below. Altria Group trades on the New York Stock Exchange under the symbol "MO." Altria Group's mission is to own and develop financially disciplined businesses that are leaders in responsibly providing adult tobacco consumers with superior branded products.

PHILIP MORRIS USA INC.

is a wholly-owned subsidiary of Altria Group that manufactures and markets cigarettes and smokeless tobacco products in the United States. consumers with superior branded products.

MEET THE PEOPLE OF ALTRIA



SAN

**PHILIP MORRIS USA
RD&E, SR. RESEARCH SCIENTIST**

PM USA is a place where you are encouraged to pursue good ideas that have the potential to benefit society and that's why I became a scientist in the first place.

MEET THE PEOPLE OF ALTRIA



VANESSA
PHILIP MORRIS USA
SALES, DISTRICT
MANAGER

The people here are absolutely great. We don't just talk about values and leadership responsibility; we live them and are guided by them in everything we do.

Source: cantbeattheexperience.com

MEET THE PEOPLE OF ALTRIA



JOE
PHILIP MORRIS USA
SALES, DISTRICT
MANAGER

The most rewarding thing about working here is that the company has one of the most skilled, motivated and driven sales forces in the country. It's wonderful to work with great people while advancing in a career you enjoy.

Source: cantbeattheexperience.com

MEET THE PEOPLE OF ALTRIA



NICOLAS

**PHILIP MORRIS USA
PRODUCT DEVELOPMENT,
LEAD, CONCEPT
DEVELOPMENT**

I would encourage anyone considering a career here to pursue it. Our compensation and benefits are top-notch and the possibility to design one's own career is tremendous. My job also offers me a balanced life and a great city to call home.

Source: cantbeattheexperience.com

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PM USA is a place where you are encouraged to pursue good ideas that have the potential to benefit society and that's why I became a scientist in the first place.

Source: cantbeattheexperience.com

A QUICK OVERVIEW OF THE BENEFITS YOU JUST CAN'T BEAT.

A QUICK GUIDE TO YOUR EXTENSIVE BENEFITS PACKAGE* - FOR MORE DETAILS, BE SURE TO CONSULT THE CANTBEATTHEEXPERIENCE.COM CAREERS WEBSITE OR ASK SOMEONE IN HUMAN RESOURCES.

Health & Welfare

We offer a variety of health insurance plans to meet your needs, including medical, dental, vision and prescription. Some of the key features include:

- You are eligible for medical coverage on your start date.
- FREE preventive care annually.
- FREE generic prescriptions and reduced co-pays for brand through mail order.
- Lasik coverage at 50% up to \$1,000 lifetime maximum.
- Dental coverage up to \$2,000 annually.
- Orthodontia coverage at 50% up to \$2,500 lifetime maximum.
- Vision coverage for eye exams and lenses every 12 months; frames every 24 months.
- 25% medical premium reduction for employees with a base salary less than \$60,000.
- You can participate in the Healthcare Flexible Spending Account to cover out-of-pocket healthcare expenses such as co-pays, deductibles and even non-prescription medications with pre-tax dollars up to \$5,000 annually.
- You can get a personal Health Advocate to help you navigate the healthcare system.

Note: Some of the smaller HMO plans may not include all of the medical features listed.

Retirement

Deferred Profit Sharing (DPS)

Personal contribution: From your hire date, you can generally contribute up to 15% of your base salary (pre-tax or after-tax).

Company contribution: You are eligible for an annual contribution that ranges from 10-15% of your base salary after only 1 year of service! You are not required to personally contribute to get the annual Company contribution. However, if you do contribute you'll also be eligible for a match of what you contribute up to 3%, dollar for dollar, after 90 days of service.

Retiree Healthcare

We offer healthcare coverage even after retirement!

Retiree Life Insurance

Life insurance is provided at retirement in the amount of 1x your final base salary. The benefit decreases at age 65 by 10% each year until it reaches 1/2x your final base salary.

Financial Engines

You can get personalized ongoing investment advice for your Deferred Profit Sharing plan and other tax-deferred accounts through this web-based service.

Protection

Short-Term Disability (STD)

If you're unable to work due to illness, injury or disability, STD will provide you with either your full monthly income or partial income (after 10 consecutive days of absence) for up to 6 months, depending on your years of service.

Long-Term Disability (LTD)

LTD offers financial security when you can no longer work in your own occupation due to a long-term disabling illness or injury.

Group Life Insurance

Life insurance is provided in the amount of 2x your annual base salary rounded up to the nearest \$500. PM USA pays 100% of the premium.

Group Universal Life Insurance

You can purchase additional life insurance for yourself or your dependents at a discounted group rate.

Business Travel Insurance

In the event of death or injury while traveling on Company business, you and your family would receive financial protection through this additional insurance. This is in addition to any other benefits that would provide coverage.

Survivor Income Benefit

In the event of death while you are still active, your surviving spouse and eligible children receive a portion of your final base salary starting four years after your death. Your spouse will receive 25% of your final base salary each month, and your children will receive 5% each up to a maximum monthly benefit of 15% total for all eligible children.

Severance Pay Plan

If your employment with the Company is terminated because of a reduction in workforce or for unsatisfactory work performance, you are eligible to receive severance pay based on your final base salary. The length of severance pay is based on your years of service.

Work-Life

Employee Assistance Program (EAP)

Our EAP service includes the typical services such as helping you and your family gain access to the confidential services of licensed clinical social workers, psychologists and psychiatrists. Our EAP service also goes beyond the typical by offering assistance in finding dependent care, pet-sitting services and so much more.

Dependent Care Flexible Spending Account (DCFSA)

You can have pre-tax dollars set aside to pay for your dependent care, child or elder. The Company will match 10% of your contribution up to a combined total of \$5,000 annually.

Holidays

You are eligible for 14 paid holidays every year!

Vacation

You are eligible for vacation based on the following schedule:

- Less than 10 years of service = 3 weeks
- 10-17 years of service = 4 weeks
- 18-24 years of service = 5 weeks
- 25+ years of service = 6 weeks

Vacation Buy

Full-time salaried employees are given the option to buy 1-5 additional vacation days during annual enrollment.

Backup Dependent Care

For children and adult dependents, the Company reimburses you up to \$50 a day for those rare occasions when a backup care provider is needed. Full-time employees can be reimbursed for up to 6 days annually; part-time employees will be reimbursed for up to 3 days annually.

Paid Time Off for Dependent Care

In the event of an unexpected illness or injury, paid time off is granted to provide emergency care to a qualified child, parent, spouse or domestic partner.

Paid Time Off for Child's School Activities

If you have school-age children, you may request paid time off for your child's school activities.

Service Recognition

The Company makes it a practice to show our appreciation for your commitment and dedication by recognizing your years of service.

Matching Gift Plan

The Company will match your personal charitable contributions to eligible non-profit organizations up to \$30,000 annually.

Adoption Assistance

If you are a full-time employee, you are eligible for adoption assistance including resource and referral services (through the EAP) and financial reimbursement of up to \$3,000 per child (through the Company) immediately upon hire.

Education Refund Program

We recognize the importance of continued education for employees. After 3 months of service, you are eligible to participate in the Education Refund Program, which will pay for tuition, registration fees and lab fees for job-related courses or a Company-related degree.

Scholarships for Children

Your children can apply for a scholarship to help pay a portion of the cost of college, graduate or professional studies and vocational/technical career training. Scholarships range from \$500-\$5,000 annually.

Miscellaneous

You may be eligible for other benefits based on your location, such as:

- Discounts through your healthcare provider(s)
- On-site fitness center
- On-site medical services
- Company store
- Credit Union membership

For More Information

Potential Employees

Please contact your recruiting manager or human resources for additional details on the benefits mentioned in this summary.

Current Employees

Please visit your company intranet for additional details on the benefits mentioned in this summary. You can also call HR Direct at 1-888-447-2060 or the Altria Group Benefits Center at 1-800-872-3777 or log on to www.netbenefits.fidelity.com for further assistance.

*This information applies to full-time salaried employees hired on or after 1/1/07; part-time and hourly employees may not be eligible for all of these benefits.

The Company reserves the right to change or discontinue any of these plans at any time. This brief summary is for informational purposes only. All benefits are subject to applicable official benefit plan documents, including restrictions and limitations. This summary is not intended to replace the Summary Plan Descriptions (SPDs) and/or the actual plan documents, policies and procedures. In the event of conflict and/or omissions, legal plan documents and Company policies are the official documents for providing benefits information.



an Altria Company

Summer Sales Intern Overview

COMPANY OVERVIEW

Philip Morris USA is the largest tobacco company in the U.S. and has half of the U.S. cigarette market's retail share. Philip Morris USA (PM USA) is a wholly-owned subsidiary of Altria Group that manufactures and markets cigarettes and smokeless tobacco products in the United States. PM USA's role is to responsibly and effectively develop, manufacture and market superior branded cigarettes and smokeless products for adult tobacco consumers. Brands include: Marlboro, Merit, Benson & Hedges and Virginia Slims.

POSITION DESCRIPTION

As a Summer Sales Intern, you will work within a specified geographical market interacting with customers in retail outlets. You will execute assigned duties requiring research, data collection and analysis. You will also work on assigned projects to analyze aspects of PM USA's business.

Typical Activities

- Sell and execute sales programs and promotions
- Assist retailers with inventory management
- Consult with retailers on profitability, presence (location/visibility/advertising), and promotion (type, quantity, quality, frequency)
- Collaborate with sales force personnel to complete assigned projects
- Present findings and recommendations to PM USA management

In order to be successful in the Sales Intern role, individuals must possess strong interpersonal, negotiation, planning and organization skills. These skills – in

improvement will result in successful job performance. Success as a summer intern leads to a full-time Territory Sales Manager position upon graduation.

- **Work Environment:** Retail/wholesale locations in assigned geography during their normal business hours. PM USA office facilities.
- **Overnight Travel:** Periodically as business demands.
- **Position Requirements:** Undergraduate student in an accredited college/university. Prefer rising senior. Valid driver's license in good standing as well as access to a vehicle. Effective oral and written communication skills. Well-developed mathematical and analytical skills.
- **Base Salary:** Summer Sales Interns are paid hourly and are reimbursed for business-related mileage for use of personal vehicle.
- **Position Demands:** Ability to lift and carry items weighing as much as 20 pounds. Ability to climb, stoop, kneel, push and pull. Must be able to analyze data, draw conclusions, create solutions and methodologies and implement them and handle a high level of stress.

Philip Morris USA Inc. is an Equal Opportunity Employer. We support diversity in our workforce. Philip Morris USA Inc. promotes a drug-free workplace.

“PM USA's role is to

“Philip Morris USA is the largest tobacco company in the U.S. and has half of the U.S. cigarette market's retail share.”

products for adult tobacco consumers.”

Territory Sales Manager Overview

Company Overview

Philip Morris USA is an operating company within Philip Morris Inc. Philip Morris Inc. is a Fortune 50 company and the largest consumer products company in the world. PM USA is the domestic tobacco operating company of Altria. Powered by people, PM USA plans for continued growth as a leader in marketing and manufacturing of consumer products made for adults.

Position Description

Key among those people, are Territory Sales Managers (TSMs) who are each assigned to a geographic territory with approximately \$10 million in annual sales. TSMs are responsible for establishing a consultative relationship with customers as well as selling and implementing sales promotions and programs. In your role as a TSM you will be expected to demonstrate leadership, collaborate and communicate effectively with your assigned accounts' key decision makers to research, analyze and solve problems and persuasively implement recommendations that contribute to building our mutual businesses. TSMs are expected to be involved, participative members of upbeat, energetic and socially connected work groups called Unit Teams led by a Unit Manager.

Specific Skills We look for people who know how to:

- communicate ideas that influence others
- work effectively with customers & other employees
- plan the use of their time and resources efficiently
- apply & enhance their abilities to evaluate information
- produce innovative, quality results
- understand their impact on a business.

TYPICAL ACTIVITIES

- Product/Inventory Management (variety and depth)
- Profitability
- Placement of point of sale materials
- Presence (location and visibility)
- Promotion (type, quantity, quality, frequency)

PERIODIC ACTIVITIES

- Attendance at National or Regional conferences
- Reset of store fixtures to position Philip Morris product
- Trade/Public support (conventions/community events)

A valid driver's license is essential. We offer a competitive base salary, a bonus program and comprehensive benefits package. We also provide a company vehicle, notebook business computer, and extensive organizational training and development support.

Training: Extensive field training, organizational training and development support. Training includes classroom instruction focusing on developing presentation skills, business analysis, and strategic planning and one on one field training.

Success at the TSM level can lead to sales management positions at higher levels in a variety of geographies and disciplines.

Base Salary: Philip Morris USA offers a competitive base salary commensurate with experience and educational background.

Additional Compensation and Benefits:

- Annual bonus opportunity
- Company vehicle

Highly competitive benefits package including: medical, dental, vision and life insurance, educational reform assistance, paid vacation days, family and work life balance benefits and deferred profit sharing plan.

Performance Appraisals & Salary Reviews: Regular monthly post-training feedback, annual appraisals of performance & annual salary reviews.

Working Environment: Retail/wholesale locations in assigned geography, and office/warehouse facilities during their normal business hours.

Overnight Travel: Periodically as business demands.

Philip Morris USA accepts applications for specific job opportunities via the Internet. To be treated as an applicant and considered for this opportunity, you may access www.cantbeattheexperience.com on the Internet. Enter Keyword:

_____ section specific requisitions). Philip Morris USA is an Equal Opportunity/Affirmative Action employer (M/F/D/V). We support diversity in our workforce.

“In your role as a TSM

“Extensive field training, organizational training

“Career success at the TSM level can lead to sales management positions at various levels in a variety of geographies and disciplines.”

and one on one field training.”

mutual businesses.”

MEET THE PEOPLE OF ALTRIA



GERD
PHILIP MORRIS USA
RD&E, SENSORY
SCIENCE, VP &
FELLOW

I believe I have a job that could potentially make a statistically valid contribution to potentially improve world health. I realize that may sound grand, but I find it to be a worthwhile pursuit.

Source: cantbeattheexperience.com

Research

- Collect more data from UW Career Fairs
- Learn more about PM funding at UW
- Research tobacco industry documents
- Talk with UW alums who work for PM
- Broader look at other campuses

Advocacy

- Meet with incoming GPSS leadership
- Work with GPSS senators
- Meet with incoming ASUW leadership
- Work with key student organizations
- Meet with key UW faculty and staff
- Work with people from other universities

Acknowledgements

- Abigail Halperin - UW Tobacco Studies
- Karin Riggs - UW Tobacco Studies
- Susan Terry - UW Career Center
- Alan Blum - UA Tobacco Studies
- UW students
- My family members