



Public Press Release

Washington D.C., April 26, 2024 – The Cigar Association of America, Inc. (CAA) announced today that it has hired a new president to begin May 28, 2024. Following an extensive search process, CAA will be led by Scott Pearce, the current Executive Director of the Premium Cigar Association (PCA). Pearce’s tenure with PCA will end on May 21, 2024. Pearce has over 20 years of experience working in associations with a strong track record of driving growth and implementing innovative strategies.

“Scott is uniquely positioned to grow and bring innovative lobbying and advocacy to CAA. His depth of experience working in industry and trade groups and his most recent experience with PCA provides CAA a leader who is prepared to take on the difficult issues our association faces.” said Chris Howard, CAA Board Member and Chair of CAA’s committee that sought out its new President. Leaning into one of CAA’s critical areas – premium cigars – Scott will continue to build on CAA’s successful efforts over the past several years to collaborate with other cigar industry trade groups and associations. Under Scott’s leadership, CAA will continue to build synergy amongst CAA, PCA, and local and state tobacconist associations to represent the premium cigar industry at all levels. “We expect that Scott’s experience at PCA will build on CAA’s already strong relationships throughout the industry and look forward to collaborative efforts for all cigar industry members,” said Howard.

Pearce said he is excited to embark on a new phase of working in the industry and looks forward to creating more impactful programs for CAA members. “I am humbled and honored to take the reins of the CAA,” Pearce said. “I am optimistic about the future for our industry and look forward to working with the great companies and people of CAA to drive greater value for members and develop new advocacy strategies to both defend us and catapult the industry to new heights,” said Pearce.

CAA was founded in 1937 as a non-profit trade association and is now the leading national trade association representing the interests of cigar manufacturers, importers, distributors, major industry suppliers, and supporting members. Today, its member companies come from all sectors of the industry from major manufacturers of handmade premium cigars to the largest producers of machine-made cigars.

Scott will begin as the CAA President on May 28, 2024.