

Hui Cheng, PhD, is a Principal Scientist, Population Science within the Regulatory Sciences organization of Altria Client Services (ALCS) in Richmond, Virginia. As a trained epidemiologist, Dr. Cheng contributes to tobacco harm reduction through the investigation of the potential impact of smokefree tobacco products on the population, and research and analyses designed to aid in the understanding of use behaviors and population health.

In her current role, Dr. Cheng leads perception and behavioral research to assess the potential impact of smokefree products, contributes to Premarket Tobacco Product and Modified Risk Tobacco Product applications for smokefree products filed with the Food and Drug Administration, and supports Altria's external engagement strategies.

She has authored more than 60 peer-reviewed publications, provided ad hoc peer reviews for numerous scientific journals, and won awards from professional organizations such as the College on Problems of Drug Dependence and American College of Neuropsychopharmacology.