

AN NC CHAMBER EVENT

# Business Summit on Mental Health

MAY 13, 2025  
DURHAM, NC

## **Kelly Calabria**

**Chief Communications, Marketing and Corporate Social Responsibility Officer  
Blue Cross and Blue Shields of North Carolina**

Kelly Calabria is Chief Communications, Marketing and Corporate Social Responsibility Officer at Blue Cross Blue Shield of North Carolina (Blue Cross NC). In this role, she leads the division of corporate social responsibility, brand management and marketing. The role focuses on addressing social drivers of health, community health equity and environmental, social and governance criteria to improve the health and wellbeing of customers and communities.



Kelly is a tested business and people leader who has spent more than 20 years working to make health care better across North Carolina and beyond. Kelly has excelled in roles that intersect business, brand strategy, health care, policy, community engagement and government. A North Carolina native, Kelly joined Blue Cross NC from the statewide health equity nonprofit Foundation for Health Leadership & Innovation (FHLI), where she was President and CEO. Under her leadership, FHLI worked to advance health equity through community driven action and systems-level policy advocacy. Prior to that role, Kelly oversaw the North America health practice at Ketchum, a global communications consultancy, where she specialized in reputation building work with health services organizations.

In addition, Kelly serves on the boards of the UNC Hussman School of Journalism and Media, the North Carolina Healthcare Foundation, the Durham Tech Foundation, and the Blue Cross Blue Shield of North Carolina Foundation.

Kelly holds a degree in journalism and political science from the University of North Carolina at Chapel Hill. She lives in Raleigh with her husband, Tony, a high school English teacher and her two teenage sons.