WOMEN LEAD NC

DECEMBER 2, 2026 I RALEIGH, NC

Cheryl Parquet
Associate Vice President of Community Engagement
Blue Cross and Blue Shield of North Carolina



Cheryl Parquet serves as Associate Vice President of Community Engagement at Blue Cross and Blue Shield of North Carolina (Blue Cross NC), where she provides strategic leadership at the intersection of community engagement, marketing, and social impact. In this role, she oversees initiatives that strengthen relationships with communities across the state while aligning outreach and activation efforts with meaningful, measurable improvements in health and well-being. Under her leadership, her teams address the social and structural drivers of health, build local capacity, and cultivate long-term partnerships grounded in trust and shared goals.

A committed civic leader, Cheryl serves as Past Chair of the Board of Directors for Leadership North Carolina and is an alumna of the program (Class 26). She is a board member of the North Carolina Community College System Foundation, the Durham Sports Commission, and the Institute of Emerging Issues at NC State University. Cheryl serves on Governor's Commission for Volunteerism and Community Service and is an active member of the Rotary Club of Durham and Sigma Gamma Rho Sorority, Inc. (Durham Alumnae Chapter).

Parquet has been recognized as a Triangle Business Journal Diversity Leader and Spectacular Magazine Women of the Year for Community Service. In addition, she received the inaugural Phil Freelon Diversity, Equity, and Inclusivity Award Winner from the Raleigh Chamber of Commerce. Cheryl holds a Bachelor of Arts in Communication Studies from the University of North Carolina at Chapel Hill and certificates in Nonprofit Management and Corporate Social Responsibility from Duke University and in Diversity and Inclusion from Cornell University. She has two children and is a proud MiMi.