

NC Chamber

Business Summit on Mental Health

MAY 13, 2026

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), 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 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, Girl Scouts-North Carolina Coastal Pines, the UNC-Chapel Hill Board of Visitors, and the Institute of Emerging Issues at NC State University. Cheryl is also appointed to the Governor's Commission on Volunteerism and Community Service and is an active member of the Rotary Club of Durham and Sigma Gamma Rho Sorority, Inc. (Durham Alumnae Chapter).

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.