

Cheryl Brown Joins Cigna as Director of Community Engagement

PLANO, Texas - November 5, 2015 - Cheryl Brown has joined Cigna as director of community engagement, a new position reporting to President and General Manager for North Texas and Oklahoma LaMonte Thomas.

In this role, Brown will assess Cigna's current community relations activities and develop a strategic framework to help ensure that the company's civic engagement is aligned with its mission to create healthy communities and help individuals lead healthier lives. She will also lead Cigna's local employee volunteer committee and serve as an adviser to the company's colleague resource groups.

Brown joins Cigna after serving nearly 30 years as community relations and business development manager for Coca-Cola Refreshments. Since 2012, she has owned and operated her own consulting practice and has advised community, civic and municipal organizations such as the United States Conference of Mayors, Big Thought, the City of Dallas and the TexPREP science, technology, engineering and math (STEM) program.

"I can think of few people with the depth and breadth of Cheryl Brown's community relations experience, which makes her ideally suited for this role," Thomas said.

Brown is actively involved in the community as a member of boards or committees of the Dallas Zoological Society, Grow South, Friends of Fair Park, NAACP corporate advisory board and the YMCA Foundation, to name a few.

Her past volunteer work includes the Dallas Mayor's Summer Reading Program, United Negro College Fund Advisory Board, Dallas Independent School District Advisory Board, Dallas Convention & Visitors Bureau Diversity Marketing Committee, various chambers of commerce and other organizations.

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