



J. Michael Parkerson, MBA

Senior Vice President and Chief Marketing Officer
Atrium Health

Leadership Profile

J. Michael Parkerson, MBA, is senior vice president and chief marketing officer for Atrium Health, one of the most comprehensive and highly integrated not-for-profit healthcare systems in the nation. As a member of the executive council, Michael leads the branding, consumer engagement, awareness and growth efforts that support the comprehensive marketing and communications strategy of the organization.

A growth-oriented leader with more than 20 years of transformative healthcare experience using innovative strategies to build brand recognition and strategic partnerships, Parkerson joined Atrium Health in May 2019. Previously, he held multiple executive roles at Blue Cross Blue Shield of North Carolina, culminating with serving as chief strategy and innovation officer where he established a new division with accountability for the enterprise strategy, business transformation, corporate development, innovation and consumer experience of the \$9.4 billion operation. While at Blue Cross Blue Shield, he additionally served as the chief marketing officer and business transformation leader, architecting and executing enterprise growth strategy and re-engineering business processes for greater efficiency and agile product development.

Parkerson holds an MBA from James Madison University in Harrisonburg, Virginia and a bachelor's degree in economics and mathematics from Hampden-Sydney College in Virginia.