

CHERYL SCHUCH

Chief Executive Officer, Family Promise



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Summit, NJ



After graduating from the University of Michigan, Cheryl spent 16 years living in Chicago cultivating a career as a sales and marketing executive in the tech industry. During this time, she worked with large international corporations and entrepreneurial opportunities, ending with an exciting start-up in silicon-valley, helping to grow the organization and take it public.

Cheryl left her career in tech and devoted her expertise to the non-profit sector when she moved back to her home state of Michigan in 2002. She helped to develop one of the most dynamic nonprofits in Grand Rapids, Kids Food Basket, before joining the Family Promise network. After serving as the CEO of a local affiliate, Family Promise of West Michigan, for over 14 years and growing it to become the largest Family Promise Affiliate nationwide, Cheryl took over the role of Chief Executive Officer of Family Promise National in March 2023.

Cheryl recently concluded her term as Board Chair at West Michigan Partnership for Children (WMPC) and is currently continuing to serve as a Director with the organization. She continues to serve as the Board Chair for the Enterprise Board for Butterball Farms, Inc.

Cheryl was recognized as one of the Grand Rapids Business Journal's 50 most influential women in 2016 & 2021, awarded the WGVU "I Have Made a Difference Award", WMPRSA "Communicator of the Year" 2019 Proof Award, and received the 2018 Paul I. Phillips President's Award through Grand Rapids Urban League, the WOTV 2021 West Michigan's Remarkable Woman award, and a two time honored recipient of Crain's Grand Rapids GR200 Most Influential Leaders.