



Department of Veterans Affairs

Senior Executive Biography

Cheryl Rawls, MPA

Executive Director, Outreach, Transition and Economic Development Veterans Benefits Administration



Cheryl J. Rawls was appointed as Executive Director for Outreach, Transition and Economic Development on April 26, 2021. She is responsible for department-wide, Veteran and family-centric outreach and direct services, community stakeholder engagement, and Veteran service recovery programs throughout VBA's 4 Districts and 56 Regional Offices. She has oversight of VA's Transition Assistance Program (TAP) at over 300 installations worldwide for active duty, Reservist, and National Guard Personnel across all branches of Service: Army, Marine Corps, Navy, Air Force, and Coast Guard. As each earned and provided benefit has an economic coupling, she is responsible for ensuring knowledge is transferred and aligned with the military life cycle that empowers right choices at the right time. She provides direct oversight of the Overseas Military Service Coordinator program that connects Veterans living overseas to their benefits and she operates all 14 of VBA's Veteran special emphasis programs.

CAREER CHRONOLOGY:

2021-Present Executive Director, Outreach, Transition and Economic Development, Washington, DC
2019–2021 Assistant Deputy Under Secretary, Office of Field Operations-Outreach and Stakeholder Engagement, Washington, DC
2018–2019 Director, Office of Transition and Economic Development, Washington, DC
2016–2018 Director, Pension and Fiduciary Service, Washington, DC
2012–2016 Director, VA Regional Office, Winston-Salem, NC
2007–2012 Director, VA Regional Office, Little Rock, AR
2005–2007 Director, VA Regional Office, Huntington, WV

MAJOR MILITARY ASSIGNMENTS/AWARDS/DECORATIONS:

Levy Officer, 172 Infantry Battalion, Fort Richardson, AK
Commander, Replacement Detachment, 6th Infantry Division (L), 203rd Personnel CO, Fort Richardson, AK
Adjutant and Secretary to the General's Staff, HQ Third ROTC Region, Fort Riley, KS
Commander, HQ Company, 18th Military Intelligence Battalion, HHC, Augsburg, GE

EDUCATION:

DoD Vanguard Senior Executive Development Program
VA Senior Executive Strategic Leadership Course, UNC Chapel Hill
Leadership VA (LVA) and Assistant Director Development Program (ADDP)
Leadership for a Democratic Society, Federal Executive Institute
2004 One-VA Senior Executive Service Career Development Program (SESCDP)
Company Commander/First Sergeant Course
Project Management Professional, Georgetown University, Washington, DC
Master's Degree in Public Administration from the University of the District of Columbia
BS in Business Management, Virginia Polytechnic Institute and State University in Blacksburg, VA