



# Sherri Collins

Chief Diversity and Engagement Officer  
Make-A-Wish® Michigan

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Sherri Collins joined the team at Make-A-Wish® Michigan in 2013 as the Vice President of Marketing and Brand Advancement and recently became the Michigan Chapter's first Chief Diversity and Engagement Officer. In her new role, she leads the strategy aimed at reaching more eligible children in underserved and marginalized communities with an emphasis on addressing the disparity in referrals received from these communities, increasing the number of wishes granted to children of color and addressing equitable access to a wish.

A results-driven, insightful professional, Sherri's career has spanned the spectrum of telling stories as a newspaper reporter to sharing and shaping stories in the nonprofit arena. Prior to joining the team at Make-A-Wish Michigan, Sherri worked most recently as an independent marketing and public relations consultant for various businesses and nonprofits.

Sherri has a Bachelor of Science degree in journalism from Northwestern University and is passionate about using her expertise to positively impact the lives of others.

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## Session(s)

Diverse Content and Storytelling