

Sherrie Willson

Sherrie Willson joined the Brio Living Services Board of Trustees in 2026. She has more than two decades of experience in the commercial office furniture industry, specializing in digital marketing and communications. A systems thinker who takes a holistic approach to problem solving, Sherrie brings a depth of communications, storytelling, and leadership skills to the board.

Currently, Sherrie serves as Senior Manager, B2B Global Product Data for Haworth Furniture in Holland, MI, where she leads a team responsible for bringing the company's product information into a consistent, centralized system, improving how the business manages and uses product data while preparing it for AI.

Her previous positions have included Director of U.S. Marketing & Strategy for Sunon Furniture and 20 years in various communications and marketing roles at Steelcase, Inc.

Sherrie is actively involved in community service. She's currently a board member of the Progressive Women's Alliance and a longtime member of the Economic Club of West Michigan. She has also served as a representative from the City of Wyoming on the Kent District Library Board of Trustees and as Executive Committee member and Chair of the Marketing Committee for the Board of Trustees at Northwestern College of Iowa, her alma mater. Sherrie holds a Master of Science degree in communications from Grand Valley State University and a Bachelor of Arts degree in English from Northwestern College.

Brio Living Services is honored to welcome Sherrie to its Board of Trustees, where her commitment to community involvement and expertise in communications and digital marketing will bring valuable perspective.