

Sherrie Deans
Intentional Group
President and Founder

Sherrie Deans is a strategic change agent whose strong communication and interpersonal skills have solidified her reputation as an expert organization builder and connector of productive relationships. She is the former founding Executive Director of the National Basketball Players Association (NBPA) Foundation and Chief Operating Officer of the NBPA. She founded Intentional Group in 2022 to leverage her experience, networks, and insights to help others design and implement more sustainable and impactful solutions.