

PROFESSIONAL REFERENCE PACKAGE

LARRY SHERWOOD JR.

Talent Acquisition Leader | Automotive . EV . AI . Technology

SHRM-CP . EXECUTIVE . TECHNICAL . HIGH VOLUME . GTM

1,000+

LIFETIME HIRES

\$1.5M+

ANNUAL AGENCY SAVINGS

98%

OFFER ACCEPTANCE

42 Days

AVG TIME-TO-FILL

10 Senior Recommendations from Vice Presidents, General Counsel,
Engineering Leaders, and Operations Managers

Sony Honda Mobility of America

Professional Introduction

What Larry Sherwood brings to your organization is straightforward: the ability to build teams from the ground up faster, at higher quality, and at a fraction of the cost of traditional agency models. He doesn't fill roles in isolation. He partners with executives and hiring managers as a strategic extension of the business, aligning every search to broader organizational goals, timeline, and culture. The references in this package are not character endorsements. They are direct accounts from the senior leaders whose departments he built.

Most recently, Larry served as the sole recruiter for the entire U.S. headcount build at Sony Honda Mobility of America (SHMA), the 50/50 joint venture between Sony and Honda, during the launch of the AFEELA electric vehicle platform. In the first 12 months of his 15-month tenure, he delivered 48 strategic hires across nine functional categories, achieved a 98% offer acceptance rate, maintained a 42-day average time-to-fill, and saved the company over \$1.5 million in agency fees. He built the entire recruiting function from scratch, partnering directly with C-suite executives and VPs across engineering, legal, marketing, IT, and operations. His departure from SHMA was driven entirely by Honda's corporate decision to exit the North American EV market, a fact confirmed explicitly by multiple senior leaders whose letters are included here.

Prior to SHMA, Larry served as Senior Talent Acquisition Partner at Fisker Inc., supporting the company's growth from under 300 to over 1,700 employees globally. He averaged 17 hires per month over a 24-month period, with peak months exceeding 50 placements, and held every major recruiting performance record during his tenure. He recruited across engineering, ADAS, sales, marketing, customer service, legal, and corporate functions, and was tapped by the C-suite to own mission-critical VP-level searches targeting talent from Hyundai, Volkswagen, and Land Rover.

Before moving into the EV and technology sector, Larry built the entire corporate recruiting function for Gurley Leep Automotive Family, a 36-franchise multi-state dealer group, delivering 782 hires in 28 months as the sole recruiter. He achieved an average cost-per-hire of \$243, a 90% personal retention rate against a 75% company-wide average, and drove a 1,193% increase in sponsored job applications, results cited by Indeed's automotive account manager as the largest improvement seen across any automotive group in her career.

Larry's career in talent acquisition began with the founding of DealershipRecruiting.com in 2012, a national automotive recruiting consultancy he built almost entirely on repeat and referral business. Before that, he spent a decade inside the dealership as a top-performing sales, finance, and business development professional, progressing from individual contributor to management and director-level roles. That operational background remains a defining differentiator. He evaluates candidates the way a practitioner would, not just reviewing résumés, but assessing whether someone can actually do the job.

A consistent theme across every reference in this package is Larry's ability to deliver exceptional results in a fully remote capacity. Hiring managers from VP level downward note that his location was never a limiting factor, and in several cases describe his remote performance as indistinguishable from, or superior to, onsite alternatives.

Three Themes Consistent Across Every Reference

Remote performance: Every reference confirms that Larry's remote track record is indistinguishable from, or superior to, onsite alternatives. Not one reference identified location as a limiting factor.

Speed and quality without trade-off: References consistently highlight the combination of fast delivery and high-caliber candidates, not one or the other.

Proven over unknown: Every reference states explicitly that they would choose Larry working remotely over an unknown onsite recruiter, without hesitation.

Larry holds the SHRM Certified Professional (SHRM-CP) credential and maintains a network of over 16,000 followers and 11,000 LinkedIn connections spanning automotive, EV, autonomy, AI, and technology sectors. He has received 85+ written LinkedIn recommendations from hiring managers, executives, and candidates, one of the largest verified recommendation counts in the talent acquisition profession.

Reference Index

The ten reference letters that follow are organized from most senior to most operational, reflecting the full scope of his impact across levels and functions. Every reference has offered to speak directly and can be reached at the contact information provided. No intermediaries, no screening.

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Sony Honda Mobility of America

01

Maria Villegas

VP, People Operations

Sony Honda Mobility of America

Contact: maria.villegas@sony-honda-mobility.com | mavillegas3687@gmail.com | +1 310-866-7448

To Whom It May Concern,

I'm writing to offer my strongest recommendation for Larry Sherwood for senior talent acquisition leadership roles. I had the opportunity to work closely with Larry in my role as VP of People Operations at Sony Honda Mobility of America, where he served as our sole recruiter during a critical and highly complex phase of our U.S. launch.

Larry joined SHMA through a referral, which feels appropriate given that his career is built on trust, consistency, and results that speak for themselves. From the beginning, he exceeded every expectation we had for the role.

During the launch of the AFEELA next-generation electric vehicle platform, Larry built our entire recruiting function from the ground up. In 12 months, he delivered 48 strategic hires across engineering, technical, legal, marketing, and corporate functions. He maintained an average time-to-fill of 42 days across a very demanding portfolio and achieved a 98% offer acceptance rate across 49 offers. He also saved the company over \$1.5M in agency fees by eliminating our reliance on external search firms and building strong direct sourcing pipelines that consistently deliver better outcomes.

Beyond the numbers, Larry stood out for how he worked. He partnered directly with executives and hiring managers across all functions, brought real strategic thinking to every search, and consistently ensured a strong candidate experience even in a fast-moving, high-pressure environment. He was reliable, thoughtful, and fully owned his work from end to end.

Although Larry worked primarily remotely, his impact was no different from someone embedded onsite every day. He came in during his first week to build relationships in person and returned periodically for key moments with the team. His performance and communication never wavered regardless of location.

Larry's departure from SHMA is solely due to Honda's decision to wind down its North American EV program and the broader exit of our U.S. operations. It is in no way related to his performance or contribution. He leaves with our full respect and appreciation.

I recommend Larry without hesitation for any senior talent acquisition leadership role. Any organization looking for someone who can build, scale, and elevate a recruiting function from the ground up would be fortunate to have him.

Sincerely,

Maria Villegas

VP, People Operations

Sony Honda Mobility of America

02

Takeshi Oshima

VP Marketing | Customer Engagement | Customer Service

Sony Honda Mobility of America

Contact: Takeshi.oshima@sony-honda-mobility.com | +1 650-279-0822

To Whom It May Concern,

It is my pleasure to provide my strongest recommendation for Larry Sherwood. As Vice President of Marketing, Customer Engagement, and Customer Service at Sony Honda Mobility of America, I had the opportunity to work closely with Larry as he helped build one of the most important and diverse organizations within our company.

What stands out most about Larry is that, working remotely throughout our partnership, he was exceptionally effective in understanding our needs with remarkable precision. He listened carefully, adapted quickly, and consistently delivered timely candidate screening that moved us efficiently toward hiring decisions. At no point did his remote working arrangement create any disadvantage. On the contrary, Larry demonstrated a high level of responsiveness, flexibility, and accuracy that made him feel like a true extension of our internal team.

Larry's contribution was also especially impressive because of the breadth and complexity of the roles he supported. My organization covered a wide range of functions and seniority levels, from highly specialized positions such as an EV Service Technician Trainer to more versatile, customer-facing roles in Customer Engagement, as well as hourly showroom staff and salaried managers. Despite the diversity of these hiring needs, Larry consistently presented talent pools that closely matched what we were looking for.

The scope of Larry's support across my department was extraordinary. He successfully recruited and placed talent across virtually every function within my organization, including Sales Specialists, an EV Service Technician Trainer, a Customer Engagement Business Partnership Manager, a Sales and Customer Engagement Specialist, a Retail Experience Specialist, a Customer Service Project Manager, a Service Operations Manager, a Marketing Program Specialist, a Parts Advisor Specialist, a Marketing Partnerships Specialist, an Experiential Marketing Specialist, multiple Customer Engagement Advisors, a Manager of Spare Parts Operations, a Customer Engagement Analyst, a Program Manager for Partnerships and Events, a Customer Service Operations Associate, and a Marketing Technology Specialist. Larry also personally recruited and placed my Executive Assistant.

Just as important, many of the candidates we ultimately hired responded positively to Larry's energy and the way he represented the opportunity. He brought credibility, enthusiasm, and momentum to the recruiting process. In competitive hiring environments, that ability to keep strong candidates interested and moving forward is incredibly valuable, and Larry did it exceptionally well.

If I were given the choice in the future between working with Larry remotely to build my next team or starting over with an onsite recruiter I did not know, I would choose Larry without hesitation. His track record, judgment, flexibility, and results speak for themselves.

Sincerely,

Takeshi Oshima

VP Marketing | Customer Engagement | Customer Service

Sony Honda Mobility of America

03

Jarret Johnson

Vice President and General Counsel

Sony Honda Mobility of America Inc.

Contact: Jarret.Johnson@sony-honda-mobility.com | 424-209-5425

To Whom It May Concern,

I am pleased to provide a reference for Larry Sherwood based on my experience working with him at Sony Honda Mobility of America.

As Vice President and General Counsel, I partnered closely with leadership across the organization during a critical growth phase that required building teams quickly while maintaining high standards around judgment, confidentiality, and organizational effectiveness. In that context, Larry proved to be a highly trusted and impactful recruiting partner.

I worked directly with Larry on filling a Managing Counsel role that was critical to addressing specific capability and knowledge gaps within the legal team. This was a high-priority hire for the organization, requiring a precise balance of technical legal expertise, business acumen, and cultural alignment. Larry was instrumental in identifying and engaging candidates both locally and nationwide who could bring immediate and sustained value to the team.

From a corporate perspective, Larry demonstrated strong judgment, attention to detail, and an understanding of how talent decisions affect risk, performance, and long-term organizational health. Larry consistently brought forward candidates who were well prepared, aligned with our mission, and ready to contribute immediately. The individuals he helped us hire were productive from day one and integrated seamlessly into a high-performing, collaborative culture.

Throughout our work together, Larry operated with professionalism, discretion, and a high degree of ownership. He was reliable, responsive, and capable of managing complex searches without the need for close oversight. His approach inspired confidence at both the leadership and team level.

If I were advising an organization on selecting a recruiting partner for critical roles, Larry would be someone I would recommend without hesitation.

Sincerely,

Jarret Johnson

Vice President and General Counsel

Sony Honda Mobility of America Inc.

04

Kojiro Umemura

VP, Engineering

Sony Honda Mobility of America

Contact: umemura5626@gmail.com | kojiro.umemura@sony-honda-mobility.com | 650-766-4944

To Whom It May Concern,

I am very pleased to recommend Larry Sherwood.

Larry supported the hiring of five members for my engineering organization, and he did an outstanding job throughout the process. These roles were highly technical in nature, spanning advanced engineering disciplines including autonomous systems and ADAS, and they were extremely competitive in the market. We received hundreds of applications from highly qualified candidates across the United States, and Larry was consistently able to identify and prioritize individuals who best matched both the technical requirements and the performance bar we had set.

He helped us hire highly capable team members and demonstrated a strong ability to evaluate complex engineering backgrounds. Larry consistently brought forward candidates who were not only technically strong, but also a great cultural fit for a fast-moving, high-expectations engineering team.

Because our candidates were distributed across the United States, nearly all interviews and hiring activities were conducted remotely. Larry also worked remotely, and at no point did his location negatively impact the quality, speed, or effectiveness of his work. He was always responsive, efficient, and highly professional.

What impressed me most was Larry's ability to quickly understand exactly what kind of engineers we needed in a very competitive autonomous and ADAS talent market, and then deliver strong candidates with remarkable speed and accuracy.

If I were building another engineering team in the future, I would absolutely choose Larry working remotely over an onsite recruiter I did not know. His judgment, execution speed, and ability to identify top-tier technical talent are far more important than physical location.

Unfortunately, due to company circumstances, we are now moving in different directions. However, if I have the opportunity to build another team in the future, Larry would be one of the first people I would want to work with again.

Sincerely,

Kojiro Umemura

VP, Engineering

Sony Honda Mobility of America

05

Jonathan Chavarria

Manager, Digital Customer Growth

Sony Honda Mobility of America Inc.

Contact: jonathan92c@gmail.com | (678) 499-7145

To Whom It May Concern,

I am writing without hesitation to recommend Larry as one of the strongest recruiters I have had the privilege of working with in my career.

I have worked with Larry across two separate organizations, Fisker and Sony Honda Mobility of America, where he built out my team on both occasions. The roles he filled were not easy. My teams sit at the intersection of automotive, marketing technology, and CRM, requiring candidates with a rare combination of capabilities. Larry delivered superstars both times.

What also stands out is how Larry handles adversity. In a recent situation where a placed candidate was found to have misrepresented their background, Larry acted swiftly and navigated the process with complete professionalism alongside HR and legal. That composure and accountability is rare.

On remote work: I have seen no degradation in quality, speed, or communication. Larry is among the most responsive professionals I have worked with. His energy and passion come through clearly in every call and meeting, and his genuine enthusiasm for both his role and the roles he recruits for moves the process forward.

If I were given the choice between Larry working remotely to build my next team versus an onsite recruiter I did not know, I would choose Larry remotely every single time.

Sincerely,

Jonathan Chavarria

Manager, Digital Customer Growth

Sony Honda Mobility of America Inc.

06

Shawn Wagner

Market Quality Manager

Sony Honda Mobility of America

Contact: swagner109@gmail.com | 818-274-2618 | shawn_wagner@na.honda.com

To Whom It May Concern,

I am happy to provide a reference for Larry Sherwood based on my experience working with him at Sony Honda Mobility of America.

By background, I am a long-tenured Honda associate and was assigned to Sony Honda Mobility of America with the responsibility of building out the Market Quality organization during a critical growth phase. This required hiring highly specialized talent capable of operating effectively in a new company environment while maintaining the rigor and standards expected of established automotive OEMs.

Larry supported me in building several key roles on my team, successfully filling three highly specialized positions in approximately one month each. These included a Market Quality Engineer, IVI System Engineer, and Market Information Data Analyst. These were not standard or easily filled positions. The candidates Larry sourced and ultimately secured were coming from well-established automotive OEMs, many of whom held very stable, long-term roles with strong compensation and benefits typically only offered by large, long-standing manufacturers.

One standout example was the IVI System Engineer role, which was critical to our organization. Larry quickly understood both the technical depth and business importance of the position. He screened candidates thoroughly, presented only high-quality profiles, and helped us secure a hire who was able to contribute immediately with minimal ramp-up time. That outcome is not common for roles of this complexity.

Larry operated fully remotely throughout our engagement, and at no point did his location impact communication, speed, or results. This was the most effective recruiter partnership I have experienced. He maintained a consistent weekly cadence with video check-ins, arrived prepared with well-vetted candidates, and followed up proactively between meetings. Compared to previous experiences, including recruiters located onsite, his level of engagement, visibility, and accountability was significantly stronger.

If given the choice between working with Larry remotely or an onsite recruiter without a proven track record, I would choose Larry without hesitation.

Sincerely,

Shawn Wagner

Market Quality Manager

Sony Honda Mobility of America

07

Julia Burge

EHS and Facilities Operations Manager

Sony Honda Mobility of America

Contact: julia.burge@sony-honda-mobility.com | 310-683-9513

To Whom It May Concern,

I'm writing to provide a high-level reference for Larry Sherwood. Having partnered with Larry across two different companies to build out my Environmental Health and Safety (EHS) and Facilities Operations departments, I can speak firsthand to the caliber of his work and his effectiveness in a remote capacity.

Larry is incredibly diligent and focused. He possesses a rare skill for identifying long-term value in candidates. In my experience, he doesn't just fill seats; he attracts top-tier talent and has a keen ability to hone in on the specific technical and cultural requirements that matter most for a growing organization.

Regarding his work style, Larry's remote track record speaks for itself. Despite being offsite, his location never once impacted the speed or quality of his output. In fact, his ability to source and place high-caliber team members was seamless. He remains highly accessible and consistently delivers results that exceed expectations.

To put it plainly: If I were given the choice between working with Larry remotely to build a mission-critical team or an unknown recruiter working onsite, I would choose Larry every single time. His proven ability to deliver quality at speed, regardless of where he is logging in from, makes him an invaluable asset.

I couldn't recommend him more highly, and I would be honored to work with him again in a future role.

Best regards,

Julia Burge

EHS and Facilities Operations Manager

Sony Honda Mobility of America

08

Eric Vasserman

Senior Manager of Information Technology

Sony Honda Mobility of America

Contact: evasserman@yahoo.com | 213-200-4452 | +1 310-384-4928

To Whom It May Concern,

I had the opportunity to work closely with Larry Sherwood as he built and scaled the Information Technology team at SHMA, and the results spoke for themselves. He consistently delivered high-impact hires who not only met the technical requirements but elevated the overall caliber, culture, and performance of the organization. The candidates Larry sourced were thoughtful, well-vetted, and aligned with both our immediate needs and long-term goals, which significantly reduced hiring friction and ramp-up time.

Working with Larry remotely was seamless. His communication was proactive and clear, timelines were consistently met, and his location never once impacted the speed, quality, or effectiveness of his work. In practice, it was indistinguishable from having him onsite.

Several hires stand out for the immediate business impact they made, particularly in critical roles where speed and precision mattered most. Larry demonstrated a strong ability to understand the nuances of each role and the realities of the team, which showed the lasting success of those placements.

If given the choice in the future between Larry working remotely to build my team or an onsite recruiter I did not already know, I would choose Larry without hesitation. Proven results, trust, and execution matter far more than physical proximity, and Larry delivers on all three.

Sincerely,

Eric Vasserman

Senior Manager of Information Technology

Sony Honda Mobility of America

09

Kureo Yoshida

Senior Manager, Supply Chain

Sony Honda Mobility of America

Contact: Kureo.yoshida@sony-honda-mobility.com | 650-219-9446

To Whom It May Concern,

I am pleased to provide my strong recommendation for Larry.

During our time working together, Larry played a critical role in rapidly scaling and building our team from the ground up. Within approximately one year, he successfully helped us hire around ten highly qualified professionals, each carefully selected to meet our specific organizational needs and growth objectives.

He consistently delivered high-quality candidates who not only met the technical requirements but also aligned well with our culture and long-term goals. His ability to quickly understand our requirements and translate them into effective hiring outcomes was exceptional, particularly under tight timelines.

What stands out most is that Larry achieved these results almost entirely in a remote capacity. Despite limited onsite presence, his responsiveness, communication, and execution speed were never compromised. In fact, his ability to operate independently and efficiently in a remote environment was a significant advantage.

Several of the hires he supported were instrumental in strengthening our organization, and his contributions had a lasting impact on our team's foundation.

If given the choice in the future between working with Larry remotely or an unknown onsite recruiter, I would choose Larry without hesitation. His proven track record, reliability, and ability to deliver results far outweigh any perceived benefit of physical presence.

Sincerely,

Kureo Yoshida

Senior Manager, Supply Chain

Sony Honda Mobility of America

10

Noah Galindo

Operations Manager, Supply Chain

Sony Honda Mobility of America Inc.

Contact: noah.galindo@sony-honda-mobility.com | 310-991-4588

To Whom It May Concern,

I had a very positive experience working with Larry and would strongly recommend him. He played an important role in helping us build out our team, consistently delivering strong candidates with speed and professionalism.

The quality of talent he brought forward was high, and he did an excellent job understanding our needs and adjusting quickly as priorities evolved. He was responsive, proactive, and easy to work with throughout the process.

Larry supported our team remotely, and at no point did his location negatively impact communication, urgency, or results. He was highly effective in a remote environment and operated as a true partner to the business.

Given the choice, I would absolutely work with Larry remotely again over starting fresh with an unknown recruiter onsite. Trust, execution, and proven results matter, and Larry delivered on all three.

Sincerely,

Noah Galindo

Operations Manager, Supply Chain

Sony Honda Mobility of America Inc.

LinkedIn Recommendations

In addition to the formal reference letters in this package, Larry has received 85+ written recommendations on LinkedIn from hiring managers, executives, candidates, and colleagues spanning his entire career, one of the largest verified recommendation counts in the talent acquisition profession. A curated selection of highlights is featured below.

Carey Gammon

Director, Vehicle Operations | Hyundai, Genesis, Fisker

"Truly the best recruiter I have worked with in my 20+ years in the automotive industry. Larry does an awesome job keeping the hiring manager updated on every step of the recruiting process. All the new hires are super pumped and happy once they come on board."

Iwan Sutedjo

Senior Manager | 30+ Years Career, Lean Six Sigma Black Belt

"A 5-star recruitment experience. Larry is the best recruiter I've known in my 30+ year career managing more than 100 high-performing team members. He's a true professional, great at managing expectations, trustworthy, dependable, and relentless."

J Thongnop

Senior Director of Marketing | Sony Honda Mobility of America

"Larry knows how to get you the perfect candidate for the job hired quickly. Key to his success is the ability to not only find a candidate that can get the job done, but to find one that also fits in with the team's culture. Each candidate always lets me know that Larry was a pleasure to work with and one of the primary reasons they took the job."

Jae Hoon Lee

Vehicle Quality Analyst | Sony Honda Mobility of America

"Larry is, without a doubt, one of the most exceptional and dedicated recruiters I have ever had the privilege of working with. From our initial contact to the final handoff, he managed every stage of the recruitment cycle with flawless professionalism. Larry is more than just a recruiter; he is a true career partner who invests deeply in his candidates' success."

Shoeb Mohammed

In-House Counsel | Privacy, Technology, and Litigation

"Lawrence is one of the most personable and honest recruiters I've ever worked with. He has a natural ability to make the process feel seamless and human, not transactional. Working with him felt less like dealing with a recruiter and more like having a trusted advisor in your corner."

Corbin Olson

Strategic Leader | GTM, Sales, and Automotive

"Larry never wavered despite commercial challenges and pivots. His resilience and adaptability were critical. His integrity, work ethic, and ability to lead with clarity, even in uncertain circumstances, make him an invaluable asset to any organization."

Lori Campanaro

Compensation Design and Administration | EV, Startup

"In my career, I've worked with some good recruiters and some not so great ones. Larry is by far the best recruiter I've ever worked with. His passion for his job and for what the company is working on in the EV space is contagious, and it makes you want to be part of it."

Mitch Henke

Sales Enablement Leader | Fisker

"Larry's thoroughness and tenacity is second-to-none. He is often the one driving me through the process. He is also very creative and thinks outside the box on how best to position different offers to candidates based on their particular needs. A 5-star recommendation."

View All 85+ Recommendations on LinkedIn:

[linkedin.com/in/larrysherwoodjr/details/recommendations](https://www.linkedin.com/in/larrysherwoodjr/details/recommendations)