

LARRY SHERWOOD

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Proven Leader. Full Function. Zero Agencies. | 1,000+ Hires | \$1.5M+ Saved Annually | 98% Acceptance | SHRM-CP

PROFESSIONAL SUMMARY

A high-performance talent acquisition leader with a rare combination of operational business experience and elite recruiting results, built across startups, high-growth technology organizations, and some of the most competitive talent markets in the world. Before recruiting became the calling, spent years as a top-performing leader in sales, business development, finance, and marketing, leading teams of up to 30 direct reports and developing the business acumen that separates strategic recruiting partners from transactional ones.

That foundation powered a career defined by building from scratch and delivering at the highest level. From scaling Fisker's global workforce from 300 to 1,700+ employees across three continents, to serving as sole recruiter for the U.S. launch of Sony Honda Mobility of America's AFEELA platform, delivering 48 hires, a 98% offer acceptance rate, and \$1.5M+ in agency cost savings in 15 months. Every organization joined has been elevated. Every recruiting function built has outperformed. Every metric set has been exceeded.

Recognized across the industry with 85+ written LinkedIn recommendations, 10 formal reference letters from VPs, General Counsel, and senior executives, and a SHRM-CP certification. Backed by 1,000+ lifetime hires, a 16,000+ professional network, and a career-long track record of plugging in, building fast, and delivering results in environments where recruiting failure is not an option.

PROFESSIONAL EXPERIENCE

Sony Honda Mobility of America (SHMA) | 50/50 Joint Venture, Sony Group & Honda Motor Company January 2025 - Present

Lead Talent Acquisition Partner (Sole Recruiter | Head of Recruiting Function)

Culver City, CA, USA

- Joined SHMA, a landmark 50/50 joint venture between Fortune 500 giants Sony and Honda, as sole recruiter during the U.S. launch phase of the AFEELA platform, delivering 48 strategic hires across nine functional categories within the first 12 months with a 42-day average time to fill, 27-day time to hire, and 14-day time to source, while competing against established OEMs with full recruiting teams.
- Generated \$1.5M+ in recruiting agency cost savings by replacing external search firms entirely with direct sourcing and in-house execution, eliminating agency dependency at scale across the entire organization.
- Recruited talent representing \$5M+ in annual salary placements across engineering, operations, marketing, IT, HR, and corporate functions, achieving a 98% offer acceptance rate with 48 of 49 offers accepted throughout the entire U.S. launch build-out.
- Built direct sourcing pipelines across engineering, autonomy, AI, and GTM disciplines by leveraging a 16,000+ professional network cultivated across two decades in automotive and technology, delivering higher-quality candidates at greater speed than any agency previously used.
- Partnered with executives and hiring managers to define role requirements, establish compensation benchmarks, and align hiring strategy with AFEELA's aggressive U.S. launch timeline.
- Advised senior leadership on talent market conditions and competitive compensation positioning, improving candidate alignment and accelerating time-to-fill across the most critical positions in the organization.
- Role concluding due to Honda's corporate decision to exit the North American EV program, with full references and recommendations secured from the VP of People Operations, executive leadership, and C-suite team confirming departure driven entirely by program cancellation.

Fisker Inc. | Global EV Startup | 1,700+ Employees at Peak

January 2022 - December 2024

Senior Talent Acquisition Partner | Global Recruiting Lead

Manhattan Beach, CA, USA

- Delivered industry-leading recruiting output averaging 17 hires per month across a 24-month period, with peak months of 25, 40, and 51 placements, holding every major recruiting performance record during tenure at Fisker.
- Recruited across a broad spectrum of job families including engineering, ADAS, technical training, automotive technicians, sales, marketing, customer service, real estate, accounting, purchasing, and HR, supporting every layer of Fisker's global organization.
- Tapped by C-suite leadership to own the most challenging and mission-critical roles across the organization, including VP and SVP-level executive recruitment targeting senior talent from major OEMs including Hyundai, Volkswagen, and Land Rover.
- Achieved 90%+ offer acceptance rate despite significant compensation headwinds, successfully closing established OEM professionals into a startup compensation model anchored by salary and RSUs with no car program, no annual bonus, and limited traditional benefits.

- Architected and scaled Fisker's end-to-end recruiting infrastructure from sourcing strategy through onboarding, supporting headcount growth from under 300 to 1,700+ global employees while managing ATS platforms including ADP and Workday.
- Leveraged an expansive professional network across automotive, EV, and technology sectors to build deep passive candidate pipelines and coordinate international hiring including visa and relocation support across North America, Europe, and China.

Gurley Leep Automotive Family | Private Multi-State Dealer Group | 36 Franchises | 1,300+ Employees **June 2017 - December 2021**

Senior Talent Acquisition Partner | Automotive Retail Recruiting

Mishawaka, IN, USA

- Recruited directly by Gurley Leep after delivering exceptional results as their outside recruiting consultant, transitioning to build their entire corporate recruiting function from scratch as sole recruiter, delivering 782 hires in 28 months across sales, service, F&I, BDC, fixed ops, service directors, and GM/dealer principal roles spanning Indiana, Michigan, Iowa, and Illinois.
- Achieved a personal retention rate of 90% against a company-wide rate of 75%, with only 8 turnovers out of 83 hires during a tracked performance period, demonstrating exceptional candidate quality and fit.
- Delivered an average cost-per-hire of \$243 while maintaining recruiting performance on par with the Top 10 automotive groups on Indeed, competing directly against organizations with dedicated recruiting teams including Lithia, Group 1, Asbury, and Ken Garff.
- Drove an 81% reduction in cost-per-application from \$71.63 to \$13.53 and a 1,193% increase in total sponsored applications, with Indeed's automotive-specific account manager citing it as the largest improvement seen across any automotive group in her entire tenure.
- Built consistent technician pipelines across multi-state locations, cracking one of automotive retail's most persistently difficult staffing challenges and earning direct praise from service managers for delivering candidate volume and quality beyond their expectations.
- Trained and mentored hiring managers across 22+ dealership locations on recruiting best practices while implementing iCIMS and Workday ATS platforms, standardizing the hiring process across a 36-franchise, 1,300+ employee organization for the first time.

DealershipRecruiting.com | Founded & Scaled National Recruiting Firm

November 2012 - May 2017

Founder & Lead Recruiter | National Automotive Talent Acquisition

South Bend, IN, USA

- Founded a national automotive recruiting consultancy after a successful career as a top-performing Business Development Director, launching with the dealership group previously served as the firm's first client after identifying a critical gap in specialized recruiting talent for dealership groups across the U.S.
- Delivered full-cycle placements across every dealership department including sales, F&I, BDC, service, parts, fixed ops, body shop, office, and executive leadership, with firsthand operational experience in each department providing a recruiting advantage no outside agency could replicate.
- Expanded service offerings beyond traditional dealership groups to include automotive vendors and industry partners, sourcing talent for clients across the broader automotive ecosystem using a network built over a lifetime in the business.
- Built a high-retention client base of repeat customers achieving 30% client retention growth and 25% year-over-year business growth over five years, leading all client relationships, recruiting strategy, and execution as the sole driving force behind the firm.
- Scaled operations by bringing on contractors, trainers, and support staff while maintaining all executive client relationships and recruiting execution throughout the firm's growth.
- Grew the firm almost exclusively through repeat and referral business, with client acquisition driven entirely by placement quality and word of mouth across the dealer network, validating the firm's reputation as the most trusted recruiting resource in the automotive retail space.

CORE EXPERTISE

- **Industry Expertise:** Electric Vehicles (EV), Autonomous Driving & ADAS, AI & Machine Learning, Mobility & Transportation Technology, Automotive Retail & Dealership Operations, Aerospace & Deep Tech, Startup & High-Growth Technology Companies, Cybersecurity & Blockchain, Climate Tech & Robotics
- **Core Competencies:** Direct Sourcing & Agency Elimination, Executive Recruiting, Startup Scaling & Workforce Planning, Full-Cycle Recruiting, Talent Pipeline Development, International Recruiting, Go-to-Market Hiring, Employer Branding, Candidate Experience Leadership, People Operations, Recruiting Analytics & Reporting
- **Talent Domains Recruited:** Engineering (ADAS, Autonomy, AI, Hardware, Software, Nuclear & Aerospace), Go-to-Market (Sales, Marketing, Customer Success), Corporate (HR, Finance, Legal, IT, Accounting), Automotive Operations (Sales, Service, F&I, Fixed Ops, BDC), Manufacturing & Supply Chain, Executive & C-Suite
- **Recruiting Technology & Platforms:** Greenhouse (ATS), Lever (ATS), Ashby (ATS), iCIMS (ATS), Workday (HRIS), ADP (HRIS), LinkedIn Recruiter (Sourcing), Indeed Smart Sourcing (Sourcing), Gem (CRM), Salesforce (CRM)

AUTOMOTIVE OEM & BRAND EXPERIENCE

Recruiting and operational experience spanning the world's leading automotive manufacturers

- **General Motors:** Chevrolet, Cadillac, Buick, GMC, Hummer
- **Ford Motor Company:** Ford, Lincoln
- **Stellantis (FCA):** Chrysler, Dodge, Jeep, Ram
- **Japanese OEMs:** Honda, Toyota, Lexus, Nissan, Subaru
- **Korean Manufacturers:** Hyundai, Genesis, Kia
- **European Manufacturers:** Mercedes-Benz, Audi, Volkswagen, Land Rover
- **Next-Generation EV & Mobility Platforms:** Fisker Inc., AFEELA by Sony Honda Mobility of America
- **Top Talent Sourced From:** Tesla, Rivian, Lucid Motors, Waymo, Zoox, Cruise, Polestar, SpaceX and many more leading automotive and technology organizations

CERTIFICATIONS

SHRM Certified Professional (SHRM-CP) | Society for Human Resource Management | Issued July 2024 | Expires February 2028
Verify Credential: https://www.credly.com/badges/4ebc11f9-e84e-47d0-a6d6-6865d4cf2d9d/linked_in_profile

EDUCATION & PROFESSIONAL DEVELOPMENT

Automotive Dealership Institute (ADI) | Certification, Finance & Insurance Management | Scottsdale, AZ | 2010

- 6-week onsite program covering automotive lending, credit analysis, regulatory compliance, deal structuring, leasing, and F&I product management. ADI is a licensed training institute whose curriculum aligns with Northwood University's automotive business programs, allowing certifications to qualify for academic credit.

Continuing Professional Development

- 10,000+ hours of documented professional training across sales, marketing, business development, social media strategy, closing techniques, sales management, automotive finance management, and talent acquisition, representing a deliberate investment in mastery across every discipline that informs the recruiting function today.

PROFESSIONAL NETWORK

- 10 formal reference letters from VPs, General Counsel, and senior managers at Sony Honda Mobility of America, each independently confirming exceptional results and remote performance, available upon request
- 16,000+ professional followers and 11,000+ LinkedIn connections spanning automotive, EV, autonomy, AI, and technology sectors, enabling rapid deployment of high-quality passive candidate pipelines across any job family
- 85+ written LinkedIn recommendations from hiring managers, dealer principals, executives, and candidates across a 15+ year recruiting career, one of the largest verified recommendation counts in the talent acquisition profession
- Organically built network that consistently outperforms agency sourcing models in both speed and candidate quality, developed exclusively through placement results and professional relationships rather than paid acquisition