

## Captain William 'Bill' Sherrod, EdD, U.S. Navy (Retired)

A seasoned higher education leader with over 15 years of expertise in national security, strategy, and joint operations across aviation, maritime, special operations, and installation management. A dedicated and results-driven professional known as a strong administrator, effective instructor, and impactful mentor.

### EDUCATION

<b>Doctor of Education (EdD) in Organizational Change and Leadership</b>	2021
University of Southern California, Rossier School of Education	
<b>Master of Arts (MA) in National Security and Strategic Studies</b>	2008
U.S. Naval War College, College of Naval Warfare	
<b>Bachelor of Arts (BA) in Communications</b>	1995
Jacksonville University	

### PROFESSIONAL EXPERIENCE

**Founder / Principal, Trident Advisory Group, LLC** JAN 2024 – Present

Launched a boutique strategy, consulting, and leadership coaching firm with an on-call talent network. Strategic advisor to an early-stage venture capital firm and a regional economic development non-profit organization. Change management consultant to a major university marine research center.

**Chief of Staff, Naval Postgraduate School** AUG 2021 – DEC 2023

Directed the Navy's primary graduate education institution, overseeing a +\$100M annual operating budget; supervised administration, safety, security, legal, inspector general, and public relations.

Detailed as Associate Dean to Graduate School of Business, immediately tapped to serve as principal advisor to the President, leading strategy development and organizational change; coordinated a whole-of-institution transformation across 13 faculty-staff working groups to create a \$6.5M savings.

Established the Office of Strategic Initiatives; authored the Naval Postgraduate School Vision and Strategic Framework. Lead university spokesperson briefing senior executives, flag leaders, and corporate executives. Forged the first-of-its-kind partnership agreement with Stanford University.

Served as Air Warfare Chair, community advisor and mentor to in-resident aviation students. Led the development of specialized stackable graduate education certificates. Coordinated curriculum design and resource alignment in under six months to support a 100-student cohort.

**Commanding Officer, Naval Support Activity Lakehurst, NJ** JUL 2019 – JUL 2021

Concurrently served as Deputy Joint Base Commander-Navy, Joint Base McGuire Dix Lakehurst, overseeing Air Force-led Medical Group, Civil Engineering Group, and Mission Support Group. Managed the operations of a 42,000-acre installation, including public safety, housing, an operational airfield, mission support activities, and the management of 3,933 facilities worth \$9.3B.

Enhanced team engagement by addressing complex social issues with empathy; fostered an inclusive culture, contributing to an 87% retention rate. Led the joint base command and coordination efforts for COVID-19 mitigation and support to the national response; earned Air Force Outstanding Unit Award and Meritorious Unit Awards.

Proactive resource steward correcting years of under-sustainment; led reprioritization of a \$5M test mission steam plant recapitalization and reinvestment in public-private housing, achieving a 91% occupancy rate, earning 93% customer satisfaction and a Platinum Community rating.

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Pacific Grove, CA 93950 | [wrsherrod@gmail.com](mailto:wrsherrod@gmail.com) | (904) 662-6920 | Active TS-SCI Eligibility | <https://www.linkedin.com/in/bill-sherrod/>

**PROFESSIONAL EXPERIENCE (continued)**

**Senior Policy Analyst, Naval Air Forces Pacific Fleet**

APR 2018 – JUL 2019

Co-led establishment of the Sustainment Program Baseline for Naval Aviation platforms and programs; enabled mission-capable goal attainment five months ahead of the target.

Co-developed a data-driven analytical framework for the Performance to Plan initiative, improving organizational performance ahead of plan and paving the way for Get Real Get Better.

**Commanding Officer / Executive Officer, USS Somerset (LPD 25)**

MAR 2016 – APR 2018

Led over 1,000 Sailors and embarked Marines in the day-to-day operations and sustainment of a \$1.6B amphibious transport ship conducting multi-national operations and direct-action combat missions.

Completed an aggressive \$22M maintenance availability in under 240 days, overseeing 1,400 major work items, modernization upgrades, and maintenance actions with reduced staffing across all areas.

**Navigator (Department Head), USS Carl Vinson (CVN 70)**

FEB 2014 – MAR 2016

The principal maritime operations advisor for a \$9.7B nuclear-powered aircraft carrier; led a 20-person department safely planning and navigating over 60,000 nautical miles, earned the White Wheel Award and Battle E for Efficiency. Planned multiple coalition exercises in Fifth and Seventh Fleets.

Served as the primary Command Duty Officer (Underway) overseeing nearly all day-time mission launches during a ten-month deployment, enabling over 12,000 aircraft combat sorties.

**Commanding Officer / Executive Officer,  
Helicopter Antisubmarine Squadron Light Four Nine (HSL 49)**

APR 2011 – NOV 2014

Led an expeditionary helicopter squadron of +300 personnel, over \$600M in assets, and a \$25M budget. Prepared and deployed 13 combat-ready detachments supporting Pacific Fleet operations.

Improved team culture through a unique initiative to develop resilient talent and improve esprit de corps; achieved 90% of advanced qualifications and a 50% advancement rate.

Led a 40% increase in productivity and engagement and a 30% improvement in maintenance program assessments able to deploy a full mission-capable detachment in 1/3 of the regular production schedule, earning the Sikorsky Aircraft Maintenance Award ("Golden Wrench"), leading to a Meritorious Unit Commendation.

**Joint Concepts Planner, U.S. Special Operations Command**

NOV 2008 – APR 2011

Lead Action Officer in the Future Concepts Branch, developed operating and integrating joint force concepts; deployed in support of National Mission Forces to serve as Task Force Chief of Operations.

Command lead to develop the *Capstone Concept for Joint Operations* and co-authored the *Irregular Warfare Joint Operating Concept 2.0*; developed and facilitated stakeholder events refining content.

Created and led an innovative Limited Objective Experiment addressing packaging, presenting, and sustaining Special Operations Forces; recognized for transforming concept development and analysis.

**Various Operational and Staff Assignments, U.S. Navy**

JAN 1995 – NOV 2008

Dual qualified Surface Warfare Officer and Naval Aviator; trained and led teams conducting counter-narcotics trafficking operations with partner nations, NATO maritime interdiction operations, national joint task force operations in support of humanitarian assistance and disaster relief, special operations counter-piracy efforts, and non-combat evacuation contingency operations.

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### TEACHING AND RESEARCH EXPERIENCE

**Mentorship and Coaching.** Extensive experience in one-on-one and small group instruction focused on awareness, time-critical problem-solving, critical thinking and judgment, and leadership and culture. Leveraged interactive learning approaches through simulation and facilitated experience centered on skill development, individual and team performance assessment, and feedback, integrating the student's observations into the learning experience. Continuing development through Associate Certified Coach (ACC) education (International Coaching Federation credential pending).

**Training Workshops and Seminars.** Developed and facilitated complex workshops and created engaging and balanced dialog across academia, military, and government civilian stakeholders to develop and refine concepts on the packaging, presentation, and sustainment of integrated and enabled special operations forces. Led the planning and execution of the annual professional affinity organization symposium that included hotel support contracting, keynote, panel coordination, and sponsored social events. Advised the planning and design of the recent Secretary of the Navy Climate Tabletop Exercise co-hosted with Stanford Doerr School of Sustainability, resulting in partnership energy and sustainability outcomes for the Department of the Navy stakeholders.

**Customized Professional Development Programs.** Developed innovative organizational approaches to enhance critical knowledge and skills, resulting in measurable individual growth and improved organizational performance. Developed a comprehensive professional resource reference for junior officers, providing and developing core junior officer leadership and management fundamentals. Tailored syllabus programs to meet the needs of individuals struggling to attain professional qualifications; leveraged planned and ad hoc opportunities to develop a practical experience base for improved decision-making and performance.

**Leadership Development Initiatives.** Modeled transparent and inclusive leadership experiences as part of the talent development approach. Provided immersive opportunities for students to participate in the senior leader's decision-making process to observe the leader's decision lens and risk calculus. Facilitated debriefs of the experiences, fostering a deeper understanding among participants.

**Continuing Education Initiatives.** Identified and championed continuing education through stackable certificates for prospective Naval Aviators facing extensive training delays; initiative garnered Secretariat and Fleet Commander-level attention by providing graduate and advanced knowledge and skills to over 150 Ensigns. Served as the catalyst to develop a warfighting-centric graduate degree leveraging Unrestricted Line Officer advanced tactical qualifications, complementing them with graduate-level courses in analysis, decision-making, and emerging technologies.

**Research Experience.** Developed and conducted a Navy-approved mixed methods study of individual knowledge, motivation, and organizational factors influencing first-term Naval Aviator retention. The dissertation, *Factors Influencing First-Term Naval Aviator Career Continuation: A Gap Analysis* (2021), approached inquiry through an integrated lens of theories, including self-determination theory, the ecological model of human development, and two-factor theory.

### KNOWLEDGE AND SKILLS

Strategic Planning	Change Management	Budget Management
Communication Skills	Problem-Solving	Performance Improvement
Talent Development	Team Leadership	Executive Coaching

### ADDITIONAL QUALIFICATIONS AND CERTIFICATIONS

Joint Qualified Officer	Aviation Command	Aviation Major Command
Staff Operations and Plans	Commander Shore Activity	Surface Command