

Stanford



Bill Sherrod

Hopkins Marine Station Associate Director, Hopkins Marine Station

Bio

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Bill is the Associate Director of Hopkins Marine Station where he is responsible for the strategic planning and execution of the station's infrastructure and facility operations. He also guides government and community relations on its behalf.

Bill joined Stanford after serving as the principal of Trident Advisory Group, a consulting firm providing strategic guidance to technology startups, regional economic development organizations, and higher education institutions. An International Coaching Federation-educated coach, he also serves as a Fellow at Ordinary Hero Coaching. He also serves on the Monterey County Military and Veteran Affairs Commission and is a member of the Center for Ocean Leadership's Strategic Advisory Committee.

Previously, Bill served a 29-year career in the US Navy, where he led from the small unit to the enterprise-level in various roles of increasing responsibility in maritime, aviation, special operations, installation management, and higher education administration. His operational experience spans from blue water small craft operations to Nimitz-class nuclear-powered aircraft carrier operations, and includes accumulating nearly 2,000 hours flying the SH-60B Seahawk multi-mission helicopter in support of operations ranging from humanitarian assistance to counter-terrorism activities. He held executive leadership roles managing a 42,000-acre multi-service Department of Defense installation. Bill's military career concluded at the Naval Postgraduate School, where he served as Chief of Staff. He established the Office of Strategic Initiatives, serving as its director, and developed the institution's strategic framework. He also served as the Director, President's Action Group, the Deputy Director (Navy) of the Naval Warfare Studies Institute, the Assistant Chief of Staff for Aviation Activities, and the Air Warfare Chair.