

Natasha Sherwood Biography



Natasha Sherwood serves as the Chapter and Workforce Development Director for the Independent Electrical Contractors (IEC), where she leads the association's national workforce development initiatives supporting 54 chapters, more than 4,200 merit shop electrical contractors, and over 22,000 apprentices across the United States.

A nationally recognized leader in apprenticeship and workforce development, Sherwood works with employers, educators, workforce boards, and government agencies to build scalable talent pipelines that address critical workforce shortages and expand access to high-quality careers. A former teacher, coach, and school principal, she brings a unique perspective spanning the entire education-to-workforce continuum and regularly advises organizations on registered apprenticeship, pre-apprenticeship, youth engagement, second-chance hiring, and employer-driven workforce strategies.

Prior to her national role, Sherwood served as Executive Director of the Independent Electrical Contractors Florida West Coast Chapter, where she led significant expansion of apprenticeship and career pathway programs. Under her leadership, apprenticeship enrollment grew from approximately 200 to nearly 700 apprentices, new education and industry partnerships were established across the state, and innovative initiatives—including Florida's first Department of Juvenile Justice pre-apprenticeship program—created pathways to skilled careers for underserved populations.

Sherwood has served as President of the Florida Apprenticeship Association and was appointed by the Governor of Florida to the State Apprenticeship Advisory Council, where she helped guide statewide apprenticeship policy and program development. She is a frequent national speaker on workforce development, career and technical education, and apprenticeship expansion and has presented to audiences across education, industry, and government.

A graduate of the University of Florida, Sherwood holds a Bachelor of Science in Public Relations and Sport Administration and a Master of Arts in Mass Communication with a concentration in Political Campaigning. She was inducted into the University of Florida Hall of Fame, one of the university's highest student leadership honors.

While she is passionate about expanding apprenticeship and strengthening America's workforce, Natasha will tell you that her most important—and certainly most challenging—role is being the mom of four wonderful, independent, and strong-willed children. With children currently in elementary school, middle school, and college, she sees every day that no two learners are alike and believes every student deserves access to multiple pathways—including apprenticeship, college, and career and technical education—to achieve their own version of success.