

## **Sharrow Marine Expands Leadership Team with Strategic Hires in Sales and Manufacturing Operations**

*Jordan Hofmann Appointed Director of Sales; Steve Salna Joins as Director of Manufacturing and Production as Company Scales for Next Phase of Growth*

**Detroit, MI** — Sharrow Marine today announced two key leadership appointments: Jordan Hofmann as Director of Sales and Steve Salna as Director of Manufacturing and Production. The additions reflect the company's accelerating momentum as it scales its global commercial operations and builds its Detroit manufacturing facility into a world-class, high-volume precision manufacturing operation.

"What we are building now is the organizational capability to match our ambition," said Greg Sharrow, Founder and CEO of Sharrow Engineering and Sharrow Marine. "The technology has been validated. The market has responded. The partnerships are in place. Jordan and Steve are the caliber of leadership this next phase requires, as they are operators who understand how to build systems, scale teams, and execute at the highest level. I am proud to welcome them both to the Sharrow team."

Hofmann will lead the development and execution of Sharrow Marine's global sales strategy, with responsibility for dealer network expansion, OEM partnership growth, strategic account management, and cross-functional alignment across sales, marketing, and customer experience.

He brings more than a decade of senior sales leadership in the premium automotive sector, most recently serving as Head of US Sales for Polestar Automotive, where he oversaw national retail and wholesale performance and reported directly to the CEO of Polestar US. Prior to Polestar, Hofmann held senior market leadership roles at Volvo Cars and Stellantis, building a consistent track record of scaling dealer networks and driving commercial growth for design-forward premium brands.

"Sharrow is one of the most compelling engineering stories in American industry today," said Hofmann. "I spent nearly 11 years helping build premium automotive brands from the ground up, and once I understood what Sharrow had created, the decision to join the team was immediate. This is a fundamental reimagining of propulsion, built right here in Detroit, and I couldn't be more energized to help scale it."

Salna now oversees Sharrow Marine's entire Detroit manufacturing operation, managing all production teams and external suppliers across CNC machining, welding, polishing, and logistics. His mandate is to transition the company into a precision manufacturing workflow capable of meeting rapidly growing market demand.

A fourth-generation Ford professional, Salna brings over 16 years at Ford Motor Company, along with subsequent leadership of large-scale manufacturing operations across other industries. He holds an MBA in Global Operations and Supply Chain Management and is Six Sigma Black Belt trained. The results of his leadership have

been immediate: in his first month, Salna drove output from the Detroit facility to more than four times its prior monthly throughput.

"Sharrow is building something genuinely unprecedented," said Salna. "The technology is extraordinary, and now the task is building the operational foundation to deliver it at scale. That is the challenge I have spent my entire career preparing for, and I could not be more energized to do it here, in Detroit, with this team."

The appointments come as Sharrow Marine continues to expand its dealer network, deepen manufacturing partnerships through its Ford Advanced Manufacturing collaboration at Michigan Central, and advance commercial and defense propulsion applications.