



## CITY BEAT CHRIS HERDE

### RECRUITMENT DRIVE

SENTINEL Property Group's chief experience officer **Michael "The Professor" Sherlock** has used social media to almost treble Sentinel's workforce over the past six months despite a shortage of workers nationwide.

Sentinel had 21 staff when chief executive **Warren Ebert** and his team moved into a new office just before Christmas after the bitter split with daughter **Stacey Jones** over the \$1.3bn management group he founded 11 years ago.

Since then, staff numbers have grown to 55, with former Brumby's boss Sherlock capitalising on his 30,000 followers on online networking platform LinkedIn to find recruits.

The company has had to secure an additional floor at its 260 Queen St HQ to accommodate the growing workforce. "We had usually used recruitment companies to find new staff, but I thought I would try posting job ads on LinkedIn, and it's been amazingly well received," Sherlock says.

"At a time when many companies are struggling to find people, we have almost trebled the size of our team in just six months. Not only have we grown our staff by almost 300 per cent, we have attracted people of the highest calibre, and there is a fantastic vibe in our office."