

Rodney Sharples

Global COO | Turning Complexity Into Clarity & Momentum | The Operator Behind the Vision

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Profile

Global COO with 30+ years of experience leading transformations, integrations, and scaling efforts across retail, technology, marketing, and consumer sectors in North America, Europe, LATAM, and APAC. Known for turning complexity into clarity and strategy into execution—aligning people, process, and platforms to accelerate growth, strengthen profitability, and prepare companies for investor confidence.

Built and led transformation efforts in public, private, and PE-backed firms, driving operational clarity, regulatory compliance, and enterprise value creation. Equally effective in ambiguity and execution, with a track record of simplifying complexity, enabling scale, and delivering sustainable outcomes under pressure.

At the end of the day, vision is only as good as execution—I'm the operator behind the vision who ensures companies don't stall on the way to what's next.

Strategic Highlights and Enterprise Impacts

- Drove **10X growth** by aligning organizational structure and scaling operations through multi-year transformation strategy
- Built **governance and compliance functions**, safeguarding regulated content and protecting brand trust
- Executed **global ERP/CRM migrations**, centralizing data and cutting process time by 35%, enabling scalable growth
- **Recovered a \$236M** business unit post-revenue collapse, restoring profitability and building new digital products
- Negotiated a **50% higher PE valuation** multiplier by reengineering operating model and delivery structure
- Developed **KPI frameworks and dashboards** to measure strategic initiatives, improving executive decision-making

Core Competencies

Enterprise Transformation & Scale · Operational Strategy & Execution · M&A Integration & PE Value Creation · Global Systems & Process Standardization · Organizational Design & Leadership Development · Regulatory & Compliance Governance · KPI Development & Data-Driven Decisioning · Turning Complexity Into Clarity & Momentum

Experience

Chief Operating Officer

04/2020—Present

The Eikon Group · Charlotte, NC

Advise CEOs of mid-market companies on strategic execution, scaling initiatives, and cross-functional transformation using data-informed decisioning. Keen listener with proven ability to cut through organizational noise and drive disciplined execution that accelerates growth and momentum.

- Aligned cross-functional teams at an IT Managed Services company, compressing market expansion timelines by 5.4% and unlocking new revenue streams
- Streamlined workflows at a national HR Services provider, cutting launch cycles by 12% and accelerating revenue realization
- Implemented AI-enabled decision systems at an industrial supplier to enhance operational clarity, reduce bottlenecks, and improve executive decision-making

Chief Experience Officer

01/2019—04/2020

Benson Integrated Marketing Solutions · Atlanta, GA

Recruited to design and lead a multi-year business transformation, aligning 125+ staff and \$44.6M P&L to a 10X growth strategy through organizational clarity, operational efficiency, and scalable systems.

- Designed and executed a multi-year strategic roadmap integrating organic growth, operational scale, and tactical execution
- Increased contract value by >19% through upsell and value-add strategies
- Cut attrition from 68% to 19% by designing and implementing performance programs aligned to strategic KPIs

Chief Operating Officer 11/2017—11/2018

Adrenaline Agency · Atlanta, GA

Sought out to reengineer operational structure and delivery model to raise EBITDA and prepare the company for PE exit. Oversaw \$36.2M P&L and 250+ staff across multiple locations.

- Redesigned the operating model, increasing efficiency and aligning delivery to profitability targets
- Established a presales function to vet opportunities and align offerings, accelerating the sales cycle by 14%
- Negotiated a 50% higher PE valuation multiplier than forecasted, positioning the company for a successful sale

Vice President, Operations and Technology 12/2016—07/2017

MaxMedia · Atlanta, GA

Led strategy, operations, and technology enablement across \$12.1M P&L, focusing on scalable delivery, efficiency, and growth.

- Developed a national scaling plan for product implementation across major retailers, projecting an 18% revenue increase
- Optimized approval workflows, increasing productivity by 21% and freeing capacity for client delivery
- Redesigned product offerings, compressing program delivery time by 19% and accelerating revenue recognition

Vice President Operations and Revenue Delivery 10/2013—03/2016

WebMD Health Corp. · Atlanta, GA and New York, NY

Brought in to lead turnaround of a \$236.6M P&L business unit after a 42% revenue collapse. Rebuilt strategy, operations, and digital product roadmap to restore growth and compliance.

- Built and led WebMD's governance and compliance review function, ensuring regulatory safety across \$236M in health content and protecting brand trust
- Recovered lost revenue and added 19% growth by enhancing usability and launching new digital/mobile products
- Cut contract cycle time by 34% by implementing threshold-based approval controls and integrating systems

Sr. Director of Operations & Business Improvement 05/2005—10/2013

Reed Business Information (now, RELX Group) · Atlanta, GA, Boston, MA, London, England, and Sydney, Australia

Directed enterprise-wide transformation initiatives across global operations, data, and systems, standardizing performance and driving scale across multiple divisions. Managed \$90.4M P&L and 125+ domestic and offshore resources.

- Centralized global client records, workflows, and contracts into Salesforce, improving accuracy and driving a 12% increase in renewals
- Directed cross-continental integration projects, aligning systems and processes across four regions to deliver consistent performance and operational clarity

Earlier Roles

Manager, Global Implementation Program Office 09/2003—06/2005

Witness Systems (now Verint Systems) · Atlanta, GA and London, England

Directed global implementation initiatives, standardizing systems and processes across North America and Europe.

Manager, International Store Operations 12/1993—09/2003

The Home Depot · Atlanta, GA; Toronto, Ontario, Canada; Santiago, Chile; and Buenos Aires, Argentina

Expatriate leader driving operational scalability and international new market entry across the Americas, supporting 702% revenue growth over a decade.

Boards and Non-Profit

Board of Directors, Humane Society of Charlotte · Charlotte, NC 01/2023—Present

Board of Directors, Proud'r · Berlin, Germany 01/2022—12/2024

Board of Directors – Advisory, Big Brothers Big Sisters of Metro Atlanta · Atlanta, GA 01/2014—12/2016

Certifications

SCRUM Master · Project Management Professional · Six Sigma Orange Belt/LEAN