

Rodney Sharples

Chief Operating Officer

Optimizing People, Process & Profits
for Faster Growth & Smarter Scaling

Profile

Highly experienced global Operations Executive with leadership roles in technology and retail sectors, including The Home Depot, WebMD.com, and Reed Elsevier/LexisNexis.

Recognized for critical thinking, adaptability, and problem-solving, and achieving measurable results by fostering people development to drive efficiency and growth. Key successes include:

- ✓ Increased client acquisition by 14%
- ✓ Drove 12% revenue growth
- ✓ Improved efficiency by 16%

Contact Details

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Boards and Non-Profits

- Humane Society of Charlotte** Charlotte, NC
Board of Directors 01/2023–present
- Proudr** Berlin, Germany
Board of Directors 01/2022–12/2024
- Big Brothers Big Sisters of Metro Atlanta GA**
Board of Directors 01/2014-12/2016

Certifications

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

Experience

- Chief Operating Officer** 01/2020–present
The Eikon Group · Charlotte, NC
Advising and consulting with CEOs of small to medium size business, focused on evidence-based strategies, guiding their path to growth, scale and organizational transformation.
 - Increased new client acquisition by 14.6% at an industrial supplier
 - Compressed new market opening time by 5.4% at an IT Managed Services company
 - Reduced a start-up launch timeframe by 12% at a HR Services company

- Chief Experience Officer** 01/2019–04/2020
Benson Integrated Marketing Solutions · Atlanta, GA
Recruited by the CEO to transform all functions to a growth-oriented, scalable, and profitable organization. Oversight of 125+ resources across, and \$44.6M P&L.
 - Boosted products per contract by >19% by creating value add and upsell methods
 - Amplified client satisfaction by 33% by dropping volunteer attrition from 64% to 22%
 - Built and launched an outside sales team dedicated to new client acquisition, driving an 8% increase in top-line revenue within the first six months
 - Restructured the ecommerce product catalog, improving search efficiency and reducing the buying cycle by 3%

- Chief Operating Officer** 11/2017–11/2018
Adrenaline Agency · Atlanta, GA
Recruited by the CEO and President to reengineer the company to raise EBITDA, and package it for a sale to private equity. Oversaw a \$36.2M P&L, and 250+ resources across multiple locations.
 - Established a presales team to vet prospect viability and align product sets in advance, accelerating the sales cycle by 14%
 - Negotiated a 50% higher valuation multiplier with PE firms than originally forecasted

- Vice President, Operations and Technology** 12/2016–07/2017
MaxMedia · Atlanta, GA
Responsible for \$12.1M P&L, the company's strategy, operations, and technology groups.
 - Developed and presented a business case for scaling product implementation across all national retailer stores, projecting an 18% revenue increase
 - Gained 21% efficiency in productivity by simplifying approval workstreams
 - Revamped product offering compressing client program delivery time by 19%

- Vice President Operations and Revenue Delivery** 10/2013–03/2016
WebMD Health Corp. · Atlanta, GA and New York, NY
Hired to turn around the business unit after a 42% revenue loss. Oversaw \$236.6M P&L and 150+ onshore and offshore resources
 - Enhanced usability, built new products, recovered full revenue loss, and added 19%
 - Developed and launched new digital and mobile products, increasing client retention by 16% and driving a 12.5% revenue boost
 - Revised the sales contract approval process by implementing preset thresholds, reducing contract turnaround time by 34%

- Sr. Director of Operations & Business Improvement** 05/2005–10/2013
RELX Group · Atlanta, GA, Boston, MA, London, England, and Sydney, Australia
Led multiple teams implementing enterprise-wide solutions transforming operations, and data and information accuracy, across multiple locations, subsidiaries, and business units. Managed \$90.4M P&L and 125+ domestic and offshore resources,
 - Consolidated client records, workflows, and contract details into a centralized system, driving a 12% increase in client renewals
 - Increased corporate Net Promoter Score by 2% by leading a corporate reward and recognition committee dedicated to enhancing employee satisfaction and engagement

Previous Roles

- Manager, Global Implementation Program Office**
Verint Systems · Atlanta, GA and London, England
- Manager, International Store Operations**
The Home Depot · Atlanta, GA and Buenos Aires, Argentina