

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