

Rodney Sharples

COO | Strategy Delivery, Organizational Enablement, Maximizing Profit

Profile

Operations executive with 30+ years in technology, marketing, and retail sectors, including leadership at The Home Depot, WebMD, and Reed Elsevier/LexisNexis. Known for driving measurable results, with an average **22%** reduction in budgetary expense, an **18-minute** per hour productivity increase, a **12%** cut in organizational redundancy, and a recovery time improvement of **3 days** after impairments.

Demonstrated global leadership in creating collaborative, efficient, and growth-focused environments that enhance profitability, scalability, and operational resilience.

Contact Details

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Boards and Non-Profits

Humane Society of Charlotte
Charlotte, NC

Board of Directors | 2023–present

◆ Chair, Culture and Experience Committee

Proudr (f/k/a RAHM)

Berlin, Germany

Board of Directors | 2022–present

◆ Chair, Mentoring Development Committee

Big Brothers Big Sisters of Metro Atlanta

Atlanta, GA

Board of Directors | 2014–2016

Certifications

SCRUM Master

Project Management Professional

Six Sigma Orange Belt/LEAN

Experience

CHIEF OPERATING OFFICER

01/2016–present

The Eikon Group · Charlotte, NC

Advisory group changing the path of companies and people to be better, and more effective through bespoke evidence-based development programs, targeted transformation, and coaching and mentoring.

◊ Successes include: Increased new client acquisition by 15%, Reduced operating expenses by 10%. Compressed new market opening time by 5%.

CHIEF EXPERIENCE OFFICER

01/2019–04/2020

Benson Integrated Marketing Solutions · Atlanta, GA

Private mid-size marketing and sign manufacturer and provider servicing 5% market share of multi-family management companies. Over 12K users, 1M+ annual transactions, and \$4M P&L.

◊ Recruited by the CEO to transform all functions to a growth-oriented, scalable, and profitable organization. Oversight of 125+ resources across all functional departments. Reduced expenses by 12%, and increased client satisfaction by 33%, increased products per contract by >20%.

CHIEF OPERATING OFFICER

11/2017–11/2018

Adrenaline Agency · Atlanta, GA

Private Equity experience, branding and environmental design firm serving the financial services, healthcare, sports, and entertainment industries.

◊ Recruited by the President to reengineer the company to raise EBITDA, and package it for a liquidity event to private equity. Oversaw a \$6.0M P&L, gained 10% operational efficiency, increased new client close rate by 15%, and obtained a 50% higher valuation multiplier than originally forecasted.

VICE PRESIDENT, OPERATIONS AND TECHNOLOGY

12/2016–07/2017

MaxMedia · Atlanta, GA

Private boutique experience design agency providing interactive digital and full-scale immersive experiences to the retail, sports entertainment, and hospitality markets.

◊ Responsible for the company's strategy, operations, and technology groups. Reduced IT expenses by 50%, and gained 20% efficiency in productivity, and revamped product offering compressing client program delivery time by 20%.

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 40% revenue loss. Restructured, right sized, and outsourced functions saving 22% expense, enhanced usability, built new products, recovered revenue loss, and gained 20%. Over-saw \$12.5M P&L and 150+ onshore and offshore resources, boosted client retention by 15% and sparked 12.5% increase in revenue by developing and deploying new digital and mobile products.

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 \$6.5M P&L and 125+ domestic and offshore resources, established a corporate data integrity team increasing accuracy by 40% and reduced technology expense by 60%.

MANAGER, GLOBAL IMPLEMENTATION PROGRAM OFFICE

09/2003–06/2005

Verint Systems · Atlanta, GA and London, England

◊ Led global project management and engineering teams implementing bespoke telephony technology solutions into client call centers. Reinvented operating workflows and processes, reducing delivery time by 10%.

MANAGER, INTERNATIONAL STORE OPERATIONS

12/1993–09/2003

The Home Depot · Atlanta, GA and Buenos Aires, Argentina

◊ Collaborated with cross-functional teams actively engaged in the company's rapid growth and expansion from 293 stores into 50 states, three territories and five countries with direct management of more than \$4B in project spend. Implemented entry into new markets, including Argentina, Canada, Chile, Mexico, and Puerto Rico which included three multi-year expatriate assignments.