

# 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:

- ✓ 22% average reduction in budgetary expenses
- ✓ 29% productivity gain per hour
- ✓ 12% decrease in organizational redundancies

### Contact Details

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📍 Charlotte, NC

### 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
- Reduced operating expenses by 10.2% at a retailer
- 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.

- Reduced expenses by 12% through restructuring FP&A and removing role redundancies
- Boosted products per contract by >19% by creating product value add and upsell methods
- Amplified client satisfaction by 33% by dropping volunteer attrition from 64% to 22%

**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 liquidity event to private equity. Oversaw a \$36.2M P&L, and 250+ resources across multiple locations.

- Increased EBITDA 10.3% by organizational realignment, and streamlining processes
- Improved new client close rate by 14% by creating a pre-sales vetting team
- 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.

- Reduced IT expenses by 48% by consolidating technology stacks
- 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.

- Restructured, right sized, and outsourced functions saving 22% expense,
- Enhanced usability, built new products, recovered revenue loss, and gained 19%.
- Boosted client retention by 16% 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 \$90.4M P&L and 125+ domestic and offshore resources,

- Successfully reduced operating costs by 39.7% while increasing productivity by 36% through the strategic review and optimization of underperforming departments and processes.
- Reduced technology operating expenses by 58% by migrating from five bespoke RMS/CRM solutions to a fully integrated and custom Salesforce.com instance.
- Achieved a 2% increase in corporate Net Promoter Score by establishing and chairing a corporate reward and recognition committee focused on 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