

# Rodney Sharples

## Chief Operating Officer

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

### Private Equity Profile

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Operations executive specialized in private equity, M&A, and post-acquisition integration, optimizing operations and driving scalable growth.

With deal experience from \$3.4M to \$2.2B, focused on streamlining financials, eliminating inefficiencies, and boosting EBITDA. Grounded in truth, trust, and accountability, delivering measurable impact with a results-driven, no-fluff approach.

### Contact Details

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### Competencies

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- Cross-functional Collaboration
- Problem Solving
- Critical Thinking
- Adaptability
- Thrive in Complexity & Challenge
- Situational Leadership
- Data-informed decisioning

### Core Expertise

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- Value Creation & Portfolio Growth
- Mergers, Acquisitions & Post-Merger Integration
- Operational Optimization & Profitability Improvement
- Technology-Driven Efficiency & Automation
- Scalable Systems & Process Excellence
- Capital Efficiency & Cost Reduction Strategies

### Experience

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#### End-to-End Private Equity Lifecycle

- Developed a PE firm pitch deck, including multi-year financial forecasts, client acquisition models, product offerings, technology enablement, and staffing strategies.
- Led PE firm sourcing, due diligence, separation strategy, and post-acquisition transition.
  - ✓ Executed a \$20M management leveraged buyout.
- Experienced working directly with PE stakeholders to align operational execution with investor expectations.

#### Mergers & Acquisitions

- Led acquisition strategy, planning, and execution across technology, retail, business services, and logistics.
- Managed acquisitions ranging from \$3.4M to \$2.2B, ensuring seamless transitions and value realization.

#### Integration

- Standardized of ERP systems, KPIs and performance metrics, operating SOPs, and processes across functional departments.
- Designed and streamlined organizational structures, reducing redundancy and aligning roles with strategic objectives.
  - ✓ Successfully optimized org structures for teams ranging from 150 to 25,000 employees.
- Authored an integration blueprint, accelerating asset integration timelines by 12%.

#### Culture & Relationships

- Champion of collaboration, fostering a culture where teams are "part of something bigger."
- Built adaptable, enduring cultures rooted in humility, ethics, respect, and dignity.
- Fluent in the functional languages of executive peers, bridging communication gaps and enhancing strategic alignment.
- Established a growth and development framework for skills advancement, succession planning, and business continuity.
- Instituted core values of truth, trust, and accountability, creating an organic culture of peer-driven accountability.

#### Operational & Financial Impact

- Optimized a marketing company for a liquidity event, increasing EBITDA by 20% and securing a 6x valuation multiplier vs. the estimated 4x.
- Reduced expenses by 22% by refining staffing models, streamlining workflows, and strategically outsourcing functions.
- Increased client retention 15% by establishing a dedicated client-centric services team, securing revenue growth.
- Cut technology operating expenses by 60% through consolidating five bespoke CRM systems into a fully integrated, custom Salesforce.com instance.