

Rodney Sharples

COO | Strategy Delivery, Organizational Enablement, Maximizing Profit

Retail Profile

Retail operations executive with decades of experience leading domestic and international expansion in large and small format consumer goods. Skilled at navigating complex organizational changes, deploying solutions across diverse markets, and driving exponential growth. Adept at balancing strategic, data-driven planning with operational excellence, ensuring financial growth, cost optimization, and resilience. Known for fostering innovation and a client-first culture while developing talent and creating sustainable business models that align with long-term goals across global markets. Experience spans revenue scales from \$20 million to \$64 billion.

Contact Details

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Footprint

- ◊ Consumer Goods
- ◊ eCommerce
- ◊ Consumer/Financial Services
- ◊ Big Box/Superstore
- ◊ Specialty Stores
- ◊ Convenience Stores
- ◊ Discount Stores
- ◊ Store, Regional, Divisional, and Corporate Roles and Responsibilities
- ◊ Domestic and International
- ◊ Acquisitions and Integrations
- ◊ Merchandising and Buying
- ◊ Distribution and Fulfillment
- ◊ Client Support and Technology Centers

Functional Areas

- ◊ Technology
- ◊ Store and Corporate Operations
- ◊ Customer Experience
- ◊ Training and Development

Experience

STRATEGIC VISION AND PLANNING

- ◊ **Company Growth:** Collaborated in the strategic planning and execution of rapid expansion initiatives, opening stores approximately every 54 hours and driving 647% growth over ten years
- ◊ **Market Penetration:** Conducted in-depth data research on the impact of cannibalization on existing locations. This research informed strategies that minimized revenue loss to existing stores while maximizing revenue opportunity with new stores.
- ◊ **Business Innovation:** Identified and capitalized on untapped revenue streams by introducing new services such as short-term tool and truck rentals, expanding pro-customer offerings, and driving sales growth in existing and emerging markets

FINANCIAL ACUMEN

- ◊ **Profit & Loss:** Managed a lifetime project spend exceeding \$3 billion and led financial oversight for \$12 million in departmental P&L, driving profit growth and maintaining fiscal discipline
- ◊ **Cost Optimization:** Achieved a 60% reduction in operating expenses by integrating acquired companies, streamlining technology stacks, and eliminating redundant functions, boosting profitability
- ◊ **Loss Mitigation:** Developed emergency response protocols for non-natural disaster events, safeguarding revenue and preventing financial loss during operational disruptions
- ◊ **Fraud Abatement:** Led the development of an advanced fraud detection system that reduced shrink by 1.5% annually, preventing losses from fraudulent returns and identifying habitual offenders

OPERATIONAL EXCELLENCE

- ◊ **Supply Chain Optimization:** Supported the implementation of 1 million sq. ft. regional distribution centers, improving product availability and fulfillment speed, and elevating store operational efficiency
- ◊ **Process Improvement:** Reengineered cross-functional workflows between U.S. and offshore teams, accelerating system deployment times by 40% and improving in-store technology to enhance customer satisfaction
- ◊ **Technology Implementation:** Led the global implementation of ERP and SAP systems, streamlining operations across 2,000 retail locations, improving real-time decision-making and reducing operational downtime
- ◊ **Operational Standardization:** Authored and implemented comprehensive company-wide SOPs, including procedures for human resources, store operations, technology use, customer service, and information security, ensuring consistent practices across all locations and business units

CUSTOMER FOCUS AND BRAND MANAGEMENT

- ◊ **Customer-Centric Strategy:** Developed training programs and policies that prioritized the customer, creating a client-first culture. This approach increased customer satisfaction by 20% and improved loyalty and retention
- ◊ **Brand Stewardship:** Strengthened brand presence in international markets by adapting store experiences to local cultures, while maintaining a unified global brand identity
- ◊ **Product Development:** Led the successful launch of new consumer products and services, aligning offerings with market trends and customer preferences, ensuring competitive differentiation

DIGITAL AND TECHNOLOGY

- ◊ **E-Commerce and Digital Platforms:** Advanced the company's digital transformation by integrating omnichannel retail strategies and enhancing customer engagement through cutting-edge technology solutions
- ◊ **Data-Driven Decisions:** Leveraged advanced analytics to drive data-informed decisions that improved store performance, optimized pricing strategies, and personalized customer interactions
- ◊ **Technology Enablement:** Managed the global rollout of large-scale IT infrastructure, including POS systems and digital platforms, enhancing operational efficiency and elevating the customer shopping experience