

# Rodney Sharples

COO | Strategy Delivery, Organizational Enablement, Maximizing Profit

## International Profile

As a seasoned operations and strategy executive, a wealth of expertise in driving business operations and strategy across **global landscapes**. With a track record spanning the Americas, Europe, Asia, and Australia, specialization in **internationalizing** retail, technology, marketing, and construction information companies. Expertise lies in crafting **global strategies** that balance local relevance with **brand amplification**, resulting in **expanded market** acceptance on a worldwide scale. Leading diverse teams across 18 time zones, implementing innovative strategies such as outsourced non-domestic business models and "follow the sun" support systems. Leveraging experience as an ex-patriate, excellence in **ground-up international market** implementation and **seamless integration** of acquired assets is demonstrated, driving growth in **profit, EBITDA**, customer satisfaction, and shareholder value across borders.

## Contact Details

- ✉ Rodney@RodneySharples.com
- ☎ (678) 763-6301
- @ linkedin.com/in/rodneysharples
- 🌐 www.RodneySharples.com
- 📍 Charlotte, NC

## Footprint

Argentina\*, Australia, Belarus, Brazil, Canada\*, Chile\*, China, France, Germany, India, Ireland, Israel, Italy, Mexico, Netherlands, Philippines, Puerto Rico, Russia, Singapore, Spain, and United Kingdom

\* ex-patriate assignments

Spanish | Intermediate spoken and written

## Experience

### STRATEGY

- ◇ Created strategies for capturing global market share in underserved countries
- ◇ Conducted market research and constructed business cases, proformas and proposals for new market investment
- ◇ Identified potential acquisition targets, joint venture opportunities and greenfield investments

### MARKET ENTRY

- ◇ Limited revenue lag by leveraging economies of scale opening multiple retail locations simultaneously across two countries
- ◇ Forged strategic relationship with UK partner to launch new consumer health portal
- ◇ Captured opportunity of rapidly growing Australian construction market, increased annual revenue by 250% via replication of US company porting systems, processes, and functions

### LOCALIZATION

- ◇ Established inculturation protocols for ex-patriates shortening their ramp-up and mitigating cultural mishaps
- ◇ Modified core business systems to be configurable and responsive to local regulations, language, and business methods

### EFFECTIVENESS

- ◇ Seamlessly led integration of acquired companies removing duplication of functions, reducing technology stacks, and aligning with universal measurements and reporting. As a result, operating expenses were typically reduced by 60%
- ◇ Implemented a multi-nation "follow the sun" methodologies for development and quality assurance resulting in shorter deployment cycles by 33%
- ◇ Reduced operating costs by 22% repositioning specific roles and functions to offshore facilities and partners in Belarus, Ireland, and Russia
- ◇ Mitigated risk to volunteer attrition through knowledge redundancy by establishing simultaneous functional training across multiple sites
- ◇ Reengineered and standardized workflows between US and European teams for a more rapid implementation of products and services, leading to a 40% reduction in client go-live time
- ◇ Transformed low-performing UK business unit streamlining functions from market analysis and product design through delivery of new consumer products and customer support methods supporting a 5% increased revenue

