

# Rodney Sharples

## Chief Operating Officer

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

### International Profile

A seasoned operations and strategy executive with global expertise across the Americas, Europe, Asia, and Australia. Specializing in internationalizing retail, technology, and business information companies, balancing local relevance with brand amplification for global market success. Led teams across 18 time zones, implementing outsourced business models and "follow the sun" support systems.

An ex-pat leader with a proven track record in international market entry, seamless M&A integration, and driving growth in profit, EBITDA, customer satisfaction, and shareholder value.

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### Global 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

### Expatriate Assignments

<b>The Home Depot</b>	Buenos Aires, Argentina
New Market Start-up & Entry	2001–2003
<b>The Home Depot</b>	Santiago, Chile
New Market Start-up & Entry	1999–2001
<b>The Home Depot</b>	Ontario, Canada
Acquisition & Integration	1994–1995

### 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

