

Rod Dowdy

2214 Grovebrook Ln | Watkinsville, GA 30677

706.461.3085 | rmdowdy31@bellsouth.net | linkedin.com/in/roddowdy

DIRECTOR OF U.S. OPERATIONS | BUSINESS STRATEGIST | LEADERSHIP DEVELOPER

Dynamic, personable, and entrepreneurial executive with extensive expertise in operations, sales leadership, and business development. A proven track record in driving profitability, organizational growth, and high-performing team development across diverse market sectors. Known for coaching business owners, streamlining operational workflows, optimizing financial performance, and spearheading large-scale expansion initiatives.

CORE COMPETENCIES

Strategic Planning & Execution, Multi-Site Operations Oversight, Financial Analysis (P&L, Balance Sheets, Ratios), Team Leadership & Coaching, Franchise Growth & Development, Sales Forecasting & Budgeting, KPI Management & Optimization, Business Model Innovation, Client Relationship Management, Performance Management, Talent Recruitment & Retention, Customer Experience Excellence

PROFESSIONAL EXPERIENCE

Cultivate Advisors - Business Advisor

Remote | 2024-Present

- Advise high-growth service and trade companies, managing a \$100M client portfolio to drive revenue, profitability, and operational efficiency.
- Design and implement tailored strategic plans across finance, sales, marketing, recruiting, and leadership functions.
- Lead high-value contract negotiations and workflow optimization projects to streamline client operations and scale growth.

Paul Davis Restoration (Corporate) - Director of U.S. Operations

Southeast U.S. | 2022-2024

- Directed national strategy and operational oversight for a 285-location franchise network generating \$1.15B in annual revenue.
- Led and developed a team of 7 Regional Business Coaches to implement performance benchmarks and strategic planning initiatives.
- Boosted national EBITDA from 7.8% to 10.2% in one year by driving consistent monthly financial reviews and growth plans.

Paul Davis Restoration (Corporate) - Regional Business Coach

Southeast U.S. | 2018-2022

- Coached 27 franchise offices across 24 ownership groups, delivering measurable improvements in financial health and market share.
- Scaled territory sales from \$78M to \$120M over three years through data-driven strategy and operational improvements.
- Recognized among top coaches for transforming underperforming locations and building high-performing teams.

Freshens - Senior Director of Business Development

National | 2008-2018

- Drove business expansion in healthcare, higher education, and B&I sectors.
- Negotiated partnerships with Aramark, Sodexo, Chartwell's, AVI, and others.
- #1 sales performer; led 83% of company openings in 2016 and 60% in 2017.
- Revamped the Freshens brand and pioneered new product innovations.

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Target Corporation - Executive Store Team Leader

GA | 2004-2008

- Managed store opening operations, executive training, and district-level talent strategy.

Enterprise Rent-A-Car - Branch Manager

GA | 2001-2004

- Rapid promotions based on performance; managed P&L, operations, and talent development.

EDUCATION

Bachelor of Science in Agricultural Economics

University of Georgia | 1999-2001

PROFESSIONAL AFFILIATIONS & CERTIFICATIONS

- Member, NACAS (National Association of College Auxiliary Services)
- Member, NACUFS (National Association of College & University Food Services)
- Founding Member, Freshens Foundation
- Volunteer, Center for Children and Young Adults
- IICRC Certification in WRT & ASD