



Vice President of Rental

THE ORGANIZATION

Founded in 1968, RDO Equipment Co. sells and supports intelligently connected agriculture, construction, environmental, irrigation, positioning and surveying equipment from leading manufacturers, including John Deere, Vermeer and Topcon. With more than 90 locations across the U.S. and partnerships in Africa, Australia, Mexico and Ukraine, RDO Equipment Co. delivers creative solutions so customers can grow and build the world.

RDO Equipment Co. was founded as a John Deere agriculture equipment dealer, but its expertise extends into construction, environmental, forestry, irrigation, roadbuilding, underground and several types of machine technology. Both new and used equipment are offered, along with rental options and the latest in machine technology. All equipment and technology are backed with parts, service and full support.

RDO Equipment Co. approaches its goals and responsibilities in terms of its five principal stakeholders: Employees, Customers, Manufacturer Partners, Owners and Communities. These principal stakeholders have shaped the core values of the organization and provide a basis for management decisions.

Employees: We are dedicated to being an organization that continually strives to be a great place to work.

Customers: We are dedicated to being a total solutions provider with the highest commitment to customer service.

Manufacturer Partners: We are dedicated to being a respected distributor for our manufacturer partners.

Owners: We are dedicated to building a strong and sustainable business for the future.

Communities: We are dedicated to being an exceptional corporate business citizen.

Leadership Expectations

RDO Equipment Co. invests heavily in its leaders and people. It upholds a clearly defined set of leadership competencies and expectations for all leaders:

Develop an engaged team: Coach and develop teams by focusing on long-term growth and development while empowering individuals to own and drive results in their area of responsibility. Establish trusting relationships by recognizing individual contributions, while also consistently evaluating performance gaps and addressing through fair performance management efforts.

Build strategic relationships: Effectively work with internal and external stakeholders to create collaborative partnerships. Work to foster environments where customer relationships are focused on

long-term objectives, not short-term gain. Successfully mediate conflict and resolve disputes through leveraging trusted partnership.

Communicate with purpose: Communicate openly and create an environment of trust through proactive follow-up. Encourage open sharing of ideas and thoughts on what is working and what is not. Lead by example in always sharing the “why” related to decisions, progress and organizational direction.

Model authentic leadership: Influence teams by knowing personal strengths, opportunities, style and approach. Demonstrate accountability and humility by owning opportunities for growth and admitting mistakes. Inspire others to grow and learn by demonstrating a personal commitment to continuous learning. Model resiliency by overcoming temporary setbacks while maintaining a clear vision of organizational priorities.

Deliver results: Lead operational excellence by driving a sense of passion and urgency to deliver on business objectives. Align team goals with organizational priorities and create accountability by holding self and others to high standards around decisions, commitments, performance and outcomes.

RDOE is a division of R.D. Offutt Company (RDO), an entrepreneurial, growth-oriented holding company that has grown to more than \$5B in revenues with primary interests in heavy equipment dealerships, production agriculture, consumer packaged goods, food processing and commercial and residential real estate. RDO Equipment Co. is the largest revenue generating business unit for R.D. Offutt Company.

Please visit [RDOE's website](#) for more information.

POSITION SUMMARY

For a leader energized by building something significant, this is a rare opportunity to create, scale and define RDO Equipment Co.'s rent-to-rent business from the ground up. This highly visible leadership role calls for an accomplished, people-centered executive who brings strategic vision, operational discipline and entrepreneurial energy to a values-driven organization known for strong relationships and a deep commitment to our stakeholders. The Vice President of Rental will play a critical role in shaping our rent-to-rent strategy, expanding market share, strengthening fleet performance, developing high-performing teams and building a scalable rental platform designed for long-term, sustainable growth.

Reports to:	President, RDO Equipment Co.
Direct Reports:	Rental leadership team (primarily General Manager level)
Other Key Relationships:	RDO Senior Leadership Team Construction Vice Presidents RDOE Texas and Southwest Construction locations Field Support Office leaders and support team members Manufacturer partner leaders and resources

Position Location: Irving/Fort Worth, TX or Phoenix/Chandler AZ

Compensation: The base pay range for this position is \$250,000 – 280,000 +.

Base pay is positioned within the range based on several factors including an individual's knowledge, skills and experience, with consideration given to internal equity. In addition, this person

will be eligible for both a short-term incentive plan (STI) and a long-term incentive plan (LTI), a company vehicle and a comprehensive benefits package.

KEY RESPONSIBILITIES

Strategic Leadership

- Work to understand rental markets, identify trends and drive locations to create and execute aggressive rental growth strategies.
- Actively engage regional and local leaders in business review efforts to facilitate consistent action planning and drive rental performance.
- Align rental goals with organizational priorities and create accountability by holding self and others to high standards around decisions, commitments, performance and outcomes.
- Identify opportunities for market expansion, acquisitions, greenfield locations and new rental offerings that support long-term growth.
- Drive a culture of continuous improvement by setting clear expectations, monitoring progress and enabling teams to remove barriers to rental growth.

Financial Performance

- Own rental revenue, profit, return on assets and fleet productivity across the rental business.
- Establish annual business plans, budgets, forecasts and performance targets that support profitable rental growth.
- Manage capital investments in rental fleet assets with a disciplined approach to growth, utilization and return expectations.
- Monitor key performance indicators including utilization, time utilization, dollar utilization, fleet return, revenue growth and profitability.
- Develop pricing strategies that maximize profitability while maintaining competitiveness and supporting long-term customer relationships.

Fleet Management

- Lead fleet planning and optimization across all market areas to ensure the rental fleet supports customer demand and business growth.
- Evaluate fleet mix, fleet age, utilization trends and market opportunities to guide acquisition, replacement, transfer and disposal decisions.
- Partner with regional leaders, sales, service, finance and manufacturer resources to ensure fleet decisions are aligned with market needs and financial expectations.
- Establish clear standards for fleet availability, maintenance, inspection, documentation and equipment readiness.
- Improve fleet productivity by reducing downtime, strengthening lifecycle management and ensuring assets are deployed to the highest-return opportunities.

Operational Leadership

- Lead operational excellence by driving a sense of passion and urgency to deliver on rental business objectives.
- Build scalable rental processes that improve speed, accuracy, consistency and customer satisfaction across locations.
- Ensure consistent execution of processes, performance metrics and action plans across locations to strengthen alignment and operational rhythm.
- Proactively partner with field support resources to manage financials, inventory, human resources, technology, credit operations, marketing and other operational support functions.
- Ensure that safety in all rental operations is a priority and that team members adopt the “Safe by Choice, not by Chance” standard.
- Ensure that appropriate communications take place across the rental business through regular team meetings, business reviews, an open-door approach and proactive outreach to team members.

Customer & Market Leadership

- Play an active role in supporting local leaders and teams to engage key rental customers and strengthen strategic partnerships.
- Expand relationships with contractors, municipalities, industrial customers and other key market segments to grow rental revenue and market share.
- Support sales teams in identifying rental opportunities, developing customer solutions and converting rental customers into long-term dealership relationships.
- Ensure customer insights and market intelligence are integrated into rental plans so teams can anticipate needs, respond to emerging trends and strengthen competitive position.
- Ensure a world-class rental customer experience from quote to return by reinforcing accountability for responsiveness, equipment availability, service quality and follow-through.

People Leadership

- Support enterprise-wide goals by modeling RDOE’s values, strengthening local leadership capability and reinforcing a high-performance culture across the region.
- Coach and develop teams by focusing on long-term growth and development while empowering individuals to own and drive results in their area of responsibility.
- Leverage formal and informal means to listen to team members across the region to gauge team member satisfaction and engagement.
- Drive a culture of accountability ensuring that local leaders engage their teams with a focus on performance management, fairness and consistent follow-up.
- Communicate openly and create an environment of trust by encouraging the sharing of ideas and feedback and following up proactively.
- Create an environment that supports collaboration by facilitating communication and coordination across all parts of the region. Build trust, encourage healthy debate and ensure that differing viewpoints are explored.

IDEAL CANDIDATE PROFILE

Summary

The ideal candidate is an entrepreneurial leader who views rental as a strategic growth engine for the dealership. This individual combines strong operational discipline with commercial vision and can build a scalable rental business that delivers superior customer experience, high fleet productivity and sustainable returns. They excel at balancing growth, fleet investment, profitability and people development while creating a culture that consistently wins in the marketplace.

Leadership Competencies

The Vice President of Rental at RDO Equipment Co. is expected to demonstrate the following leadership competencies:

- Strategic Acumen: Understands the market, identifies trends and drives the organization to create comprehensive, competitive and breakthrough strategies. Prioritizes strategically, leading the organization to pursue and capitalize on the most impactful opportunities.
- Entrepreneurial Decision Making: Champions the future vision while taking ownership for driving progress in a fast-moving environment. Combines strong analytical and critical thinking skills with the confidence to evaluate risks and make timely decisions, even with incomplete information. Stays hands-on to reinforce priorities, course-correct when needed and translate insights into decisive action that advances the business.
- Drives Results: Proactively anticipates future needs and creates mechanisms for overcoming hurdles, setting high standards for the organization, developing metrics and holding others accountable. Ensures organizational strategies are translated into measurable objectives and actionable plans.
- Customer Focus: Continually seeks to understand current and evolving customer needs. Builds and delivers solutions that anticipate and meet customer expectations. Continuously monitors customer experience and establishes systems to incorporate feedback and anticipate opportunities to deepen relationships and offerings. Establishes and maintains productive customer relationships.
- Builds Talent: Attracts and develops high-performing teams and coaches other leaders to develop their own leadership capabilities and careers in line with organizational objectives. Ensures all leaders and team members challenge and support each other while respecting others' unique roles and contributions.
- Fosters Relationships & Collaboration: Intentionally invests in internal and external stakeholders to build productive, collaborative partnerships. Builds rapport and extends trust to others. Creates an environment that supports collaboration by facilitating communication and coordination across all parts of the organization. Works to understand others' priorities and develop mutually beneficial strategies and solutions. Builds strong formal and informal networks.

Skills, Experiences, Qualifications

In addition to demonstration of the Leadership Competencies above, key skills and experiences desired include:

- 10+ years of progressively responsible leadership experience within equipment rental, construction equipment, dealership operations or industrial services.
- Proven success in creating, leading or scaling a rent-to-rent business environment, with demonstrated experience managing multi-location, multi-market operations and accountability for sales, service, parts and inventory within a complex regional business.
- Demonstrated P&L ownership, including ability to manage budget, forecasts, financial analysis and participate in asset and inventory management efforts.
- Demonstrated experience growing rental revenue and profitability.
- Strong understanding of fleet management, asset utilization, sales and aftermarket operations.
- Experience building scalable processes, operational standards and performance metrics across multiple locations.
- Strong understanding of the dealership/manufacturer distribution model, including how decisions, partnerships and support functions align to drive performance
- Experience driving action in a fast-moving, decentralized environment, with ability to make timely decisions, take initiative and operate with strong sense of urgency
- Track record of building and developing leaders, strengthening performance, accountability and capability across a distributed team
- Ability to travel up to 50% (primarily within the area of responsibility)
- Bachelor's degree in business administration, management, or related field preferred