



Vice President, Southwest Construction

THE ORGANIZATION

Founded in 1968, RDO Equipment Co. (RDOE) 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 85+ locations across the U.S. and partnerships in Africa, Australia, Mexico and Ukraine, RDOE delivers creative solutions so our customers can grow and build the world.

RDOE 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. These principal stakeholders have shaped the core values of the organization and provide a basis for our 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

The Vice President of Southwest Construction will be responsible for overseeing the overall operations and strategic direction of multiple construction store locations in Arizona and Southern California. This role involves developing and implementing comprehensive business plans to align with the Southwest Construction region’s financial and operational objectives. The Vice President will lead a team of General Managers, ensuring optimal performance, customer satisfaction and profitable growth. Key responsibilities include managing inventory, sales, service and parts operations, fostering strategic relationships with stakeholders and driving a culture of accountability and continuous improvement.

Reports to: Executive Vice President, RDO Equipment Co.
Direct Reports: General Manager (5)
Regional Sales Manager – Compact Construction Equipment
Regional Aftermarket Manager (2)
Product Manager – Construction Technology
Total Team 330+

Other Key Relationships: RDO Senior Leadership Team
Vice Presidents w/Southwest Agriculture, Vermeer
RDOE Vermeer leaders
Field Support Office leaders and support team members
Manufacturer partner leaders and resources

Position Location: Phoenix, Arizona or Southern California

Compensation: The base pay range for this position is \$250,000 to \$300,000. 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

Business Leadership

- Work to understand the market, identify trends and drive locations within the region to create and execute against aggressive sales and aftermarket strategies.
- Actively prepare and engage local leaders in regional business review efforts to facilitate consistent action planning to drive the business.
- Align team goals with organizational priorities and create accountability by holding self and others to high standards around decisions, commitments, performance and outcomes.
- Drive a culture of continuous improvement by setting clear expectations, monitoring progress and enabling teams to remove operational barriers.

Operational Leadership

- Lead operational excellence by driving a sense of passion and urgency to deliver on business objectives.
- Manage inventory, sales, service and parts operations to ensure the region meets financial, customer and operational targets.
- Proactively partner with field support resources to manage financials, inventory, human resources, technology, credit operations, marketing and other operational support functions.
- Ensure consistent execution of processes, performance metrics and action plans across locations to strengthen alignment and operational rhythm.
- Ensure that safety in all store locations is a priority and that team members adopt the “Safe by Choice, not by Chance” standard.
- Ensure that appropriate communications take place across the region through monthly open-book meetings, regular team meetings, an open-door policy and proactive outreach to team members.

Customer & Market Leadership

- Play an active role in supporting local leaders and teams to engage key customers to ensure strategic partnerships.
- Personally foster strategic relationships with manufacturers, customers, community partners and other regional stakeholders to enhance RDOE’s market presence.
- Ensure customer insights and market intelligence are integrated into regional plans, enabling locations to anticipate needs, respond to emerging trends and strengthen competitive position.

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 will be a collaborative, relationship-driven executive who pairs humility and self-awareness with a strong sense of urgency and an action-oriented leadership style. This individual will be a visible, hands-on operator who builds trust quickly, engages deeply with teams, customers and partners and leads with authenticity, resilience and sound judgment. They will bring an entrepreneurial mindset, make timely and thoughtful decisions in a decentralized environment and foster a culture grounded in recognition, accountability and continuous improvement. Above all, this leader will combine high-integrity, people-centered leadership with the proactive, forward-leaning approach essential to driving meaningful impact across the Southwest Construction region.

Leadership Competencies

The Vice President of Southwest Construction at RDOE 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 operational leadership experience within the heavy equipment, retail distribution, manufacturing or related industry
- Proven success leading multi-location, multi-market operations, ideally with accountability for sales, service, parts and inventory in a complex regional business
- Demonstrated P&L ownership, including ability to manage budget, forecasts, financial analysis and participate in asset and inventory management efforts
- Proven success with dealership operations, with deep understanding of the processes, rhythms and commercial dynamics that shape sales, service and parts performance
- 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
- Demonstrated ability to assess business conditions, identifying operational issues, growth opportunities and performance gaps across multiple locations
- 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