



RODNEY SAUNDERS

COMMERCIAL STRATEGY | PRICING & REVENUE
OPTIMIZATION | OPERATIONAL ECONOMICS

CONTACT

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EDUCATION

MASTER OF BUSINESS ADMINISTRATION

Penn State University, University Park, PA

- Bunton-Waller Fellowship

2004 – 2006

BACHELOR OF SCIENCE, ECONOMICS

Virginia Commonwealth University

2002 – 2004

EXPERTISE

Commercial Strategy & Pricing
Revenue Optimization & Yield Management
Network Economics & Margin Expansion
Financial & Operational Performance
Strategic Negotiation & Partner Economics
Cross-Functional Business Leadership

PROFESSIONAL SUMMARY

Commercial strategy and revenue optimization professional with 15+ years of experience improving profitability across transportation, hospitality, rental operations, logistics, and asset-intensive business environments. Specialized in pricing strategy, operational economics, network optimization, and commercial performance improvement across complex multi-location systems.

Recognized for identifying hidden profit opportunities, aligning operational realities with financial outcomes, and developing data-driven strategies that improve margin performance, revenue optimization, and business efficiency.

Combines analytical rigor, operational understanding, and cross-functional leadership to support high-impact commercial decision-making.

PROFESSIONAL EXPERIENCE

Commercial Strategy & Pricing Manager

Waste Pro of Florida / Sanford, FL 2025 - Present

- Lead pricing and commercial analysis across **30+ municipal contracts**, aligning operational realities with revenue performance and financial objectives
- Identify **revenue leakage and profitability improvement** opportunities via billing analysis, pricing structure evaluation, & operational reconciliation
- Partner cross-functionally with operations, and regional leadership to improve commercial decision-making and support contract performance strategies
- Develop operational and financial visibility into service discrepancies, contract inefficiencies, and revenue recovery opportunities across municipal accounts

Portfolio Revenue Strategy Manager

Best Western Hotels & Resorts / Remote 2024 – 2024

Choice Hotels International / Remote 2018 – 2024

- Directed revenue optimization across **45+** hotel properties, improving revenue performance through pricing strategy, forecasting, & demand management
- Served as strategic advisor to ownership groups and operators, aligning pricing decisions with financial objectives and market positioning strategies
- Identified & resolved pricing inconsistencies & performance gaps, contributing to significant revenue recovery and operational alignment opportunities
- Improved portfolio revenue performance through data-driven pricing strategies demand segmentation, and market optimization initiatives
- Collaborated with operations, sales, and leadership teams to support commercial performance execution across multi-property environments



PRICING STRATEGY

CORE COMPETENCIES

- Commercial Strategy
- Pricing Optimization
- Revenue Optimization
- Operational Economics
- Network Analysis
- Margin Analysis
- Business Transformation
- Strategic Pricing
- Profitability Improvement
- Demand Optimization
- Capacity Optimization
- Financial Analytics
- Operational Analytics
- Cross-Functional Leadership
- Revenue Performance Management

TOOLS & ANALYTICS

- Excel (Advanced Financial & Operational Modeling)
- SQL (Working Knowledge)
- Power BI (Business Visualization & Reporting)
- Revenue Management Systems
- Pricing & Forecasting Tools
- Financial Performance Analysis
- Data Visualization & Decision Support



REVENUE OPTIMIZATION

PROFESSIONAL EXPERIENCE (Continued)

Pricing Strategy & Revenue Optimization Manager

EagleRider Motorcycle Rentals & Tours / Hawthorne, CA

2017 - 2018

- Developed rental & tour price & revenue optimization strategies, improving commercial performance through pricing segmentation & operational analysis
- Built strategic visibility and vendor comparison tools used to support international tour negotiations, pricing alignment, and commercial decision-making
- Identified margin leakage & operational inefficiencies across overlapping vendor and routing structures, improving pricing transparency and negotiation readiness

Revenue Strategy Analyst

Hertz Rental Car / Estero, FL

2015 - 2017

- Managed pricing & demand optimization across airports & local markets, improving revenue performance through yield and availability management strategies
- Increased revenue and utilization through pricing adjustments, inventory allocation decisions, and demand analysis across multiple market environments
- Identified profitable demand concentration opportunities by optimization channel availability and aligning pricing strategies with customer behavior patterns
- Supported operational and commercial performance improvements through forecasting market analysis, and revenue optimization initiatives

BUSINESS & INVESTMENT EXPERIENCE

Founder & Real Estate Investor

Arahes Investments | Artesce Property Management

2010 - 2021

- Managed residential real estate portfolio, generating **\$300K+ in net gains** through operational and pricing improvements
- Built and implemented **custom tenant payment system**, eliminating third-party management and improving efficiency
- Oversaw leasing, pricing, cost control, and operational processes across multiple

Business Strategy & Operations (Retail Expansion)

Mucka-Mucks / Nassau Bahamas

2006 - 2010

- Supported expansion to **8 locations**, contribution to **\$800K+ in revenue growth** through market analysis and execution
- Improved operational efficiency through centralization, reducing costs **-\$100K+**
- Designed pricing/sales strategy to monetize inventory, generating **\$80K short-term**
- Contributed to business planning efforts that secured **\$500K+ in funding**

STRATEGIC CAREER HIGHLIGHTS

- Directed pricing and network profitability analysis across \$45M freight portfolio, improving commercial performance through routing optimization, partner negotiations, and operational pricing strategy
- Achieved significant revenue growth and export expansion initiatives through commercial strategy and operational market analysis
- Supported national marketing and commercial growth initiatives at Altria, contributing to large-scale customer acquisition and brand performance efforts