Nick A. Piccolo

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EXECUTIVE PROFILE

Operations executive with 20 years in distribution, logistics, equipment rental, and e-commerce. Rose from Operations Manager to Executive Vice President at Rolfson Oil in 18 months, leading divisions with $90M+ in monthly revenue ($1B+ annually). Integrated two acquisitions on schedule, grew a division 137% to $3.8M in monthly revenue, and raised its gross margin from 28% to 33%. Earlier grew a co-owned business from $950K to $29M and helped scale another from $8M to $21M.

PROFESSIONAL EXPERIENCE

March 2026 to October 2026 — Rolfson Oil — Addison, TX
Executive Vice President

- Leader of 30 managers and staff across nine states in fleet operations, pricing, HR, vendors, and billing; divisions generated $90M+ in monthly revenue.
- 137% Oils & Lubes revenue growth to $3.8M in monthly sales; added five drivers and three trucks to keep pace.
- Integrated a second acquisition, one-third Rolfson's size, on schedule: merged systems, cut duplicate software, and evaluated 23 staff.
- Core lead on the company-wide NetSuite implementation across sales, purchasing, AP, AR, and payroll.
- Led the FleetPanda rollout, unifying dispatch and delivery ticketing on one platform (in progress at exit).
- 80%+ Rentals software cost cut, $6K to under $1K a month, by moving from Point of Rental to a custom Odoo build; oversaw development and rollout.
- Restructured Transport and Oils & Lubes dispatch, matching staff to strengths and expanding coverage.
- Planned and led a reduction in force: evaluated all personnel, made the staffing calls, and absorbed added workload.
- Extended Oils & Lubes KPIs and reporting to Transport and LTL.
- Scaled Power Automate to 30+ workflows across AP, AR, sales, logistics, and dispatch, building on the invoice automation that saved two full-time positions.
- Built custom Samsara automations for DOT hours-of-service compliance, violation alerts, and driver efficiency, giving managers real-time visibility across the fleet.
- Owned division budgets with the CFO, forecasting assets, headcount, and expenses from the CRO's sales forecast.
- Partnered with the Chief Revenue Officer to align pricing with logistics cost; challenged sales pricing below delivery cost.

March 2025 to March 2026 — Rolfson Oil — Addison, TX
Vice President of Operations

- Leader of the Fuel and Oils & Lubes divisions with full P&L ownership; managed dispatch managers, dispatchers, terminal managers, and drivers.
- Integrated Rolfson's first acquisition, one-third its size, on schedule: ERP, AR, dispatch, and management team; evaluated 34 staff.
- 5-point gross margin gain, 28% to 33%, through leaner internal product movement and criteria-based discounts that saved more than they cost.
- Automated 1,000+ weekly invoices in Power Automate, saving 83+ staff hours a week (about two full-time positions); cut non-driver turnover 20%.

September 2024 to March 2025 — Rolfson Oil — Addison, TX
Oils & Lubes Operations Manager

- 50% revenue growth to $2.4M in monthly sales with the same corporate staff.
- Rebuilt routing and team workflows so a largely unchanged driver pool absorbed the volume.
- Built delivery verification against remote telemetry, matching billing to actual deliveries.

2023 to 2024 — United Rentals — Wixom, MI
Power & HVAC Territory Manager

- 61% territory revenue growth; added 16 new accounts across construction, industrial, and commercial customers.
- Managed rentals of generators, chillers, heaters, and power distribution systems; tracked performance in CRM dashboards.

2022 to 2023 — Alta Equipment — Burton, MI
Power Systems Segment Manager

- Leader of the Power Systems segment across Indiana and Michigan branches.
- Built Power BI KPI dashboards tracking segment performance.

2021 to 2022 — Sunbelt Rentals — Utica, MI
Sr. Equipment Rental Specialist, Power & HVAC

- Managed branch rental contracts, procurement, and inventory; served as Interim Service Manager.

2015 to 2020 Diesel Ops — Waterford, MI
Co-Owner / Operator
- Led 25 employees and grew revenue from $950K to $29M.
- Ran e-commerce across Dieselops.com, Amazon, eBay, Pricefall, and Jet.

2017 to 2019 Orion Diesel — Waterford, MI
Co-Owner / Operator
- Built a B2B ordering portal for retailers and distributors nationwide.

2009 to 2015 Two Twenty Motorsports / DBA Knox Armor USA — Shelby Twp, MI
Co-Owner / Operator
- Grew revenue from $0 to $900K+ through a national network of 262 dealers, at a 64% gross margin on an $88 average item price.
- Managed independent sales representatives, product sampling, and distribution.

2006 to 2015 Sportbike Track Gear — Shelby Twp, MI
General Manager (2008–2015) / Sales Manager (2007–2008) / Sales Associate (2006–2007)
- Helped grow annual revenue from $8M to $21M; raised customer retention 20%.
- Implemented NetSuite ERP/CRM: cut order processing time 65% and raised picking accuracy to 98%.
- Built shipping rate software across USPS, FedEx, and UPS; cut shipping cost 34%, saving $200K+.
- Managed a staff of 22 and 60,000+ SKUs.

EDUCATION

September 2010 to June 2012 Oakland University — Rochester, MI
Business Management

September 2007 to May 2010 Oakland Community College — Rochester, MI
Associates, Business Management

KEY SKILLS

- Leadership: Multi-division P&L, multi-state operations, pricing, workforce planning
- M&A Integration: Two acquisitions, staff evaluation, systems and vendor consolidation
- Fleet & DOT Compliance: CDL and hazmat fleets, hours of service, dispatch, terminals, yards, routing, Samsara
- Systems: NetSuite (two implementations), QuickBooks, Power BI, Power Automate, Excel, VBA, Python

ACTIVITIES AND HONORS

- Volunteer Head & Assistant Coach, Rochester Rattlers / Raptors Hockey (2017–2022)