

George A. Keeney • Director of Shared Resources

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Turning Chaos into Order is What I Do

I help construction, agricultural, and equipment-intensive businesses take control of their mobile fleets, inventory, maintenance programs, facilities, and technology to make them trackable, scalable and profitable. 20-year equipment rental business owner. Director of Shared Resources.

Sole IT lead.

Process obsessive (in a good way).

What I Do Best

Mobile Fleet Inventory & Maintenance Systems

- Design scalable control systems for large equipment fleets.
- Activity-based asset tracking (“each machine is its own business”).
- Converted 6 rental locations from analog to fully digital.
- Managed 60,000+ rental transactions annually.
- Built data structures that expose true revenue & cost performance.

Digitize Processes

- Implemented 450+ Smartsheet workflows.
- Digitized hundreds of internal procedures at low cost.
- Building web-based inventory and operational management apps.
- Early adopter of practical tech (not just shiny tech).

24/7 IT & Infrastructure Leadership

- Sole IT lead managing networks, servers, security & vendors.
- Zero downtime through fires, power outages, earthquakes & hardware swaps.
- Security risk reduction through modern tools, smart policy + user education.
- Budget-disciplined upgrades and long-term tech strategy.

Facilities, Construction & Operations

- Manage construction, remodels, HVAC, solar, utility infrastructure.
- On time. On budget. With permits filed correctly.
- Established preventive maintenance systems for complex facilities.

How I Think

- **Approach:** I don’t design theory. I design what is wanted and needed.
 - **Working Strategy:** I like order and the elimination of frustration points.
 - **Keep an Owner’s Perspective:** Exceed expectations, stay in budget.
 - **Process First, Software Second:** Technology should support powerful processes.
 - **Calm Under Pressure:** If the server or equipment is down, I handle it.
 - **Strong Work Ethic:** I like to work. (It’s a feature, not a bug:)
 - **Clear Communicator:** I explain the easy and the difficult — clearly.
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Employment Experience

Director of Shared Resources

Napa, CA

2013 thru 2026

Walsh Vineyards Management

Mobile Fleet Inventory Maintenance and Control Systems - Analyze, plan, and implement inventory control management processes for mobile farming equipment fleets in an activity based accounting environment.

- Constructed mobile fleet operations data with a "business within a business" approach, providing a comprehensive operational view.
- Formulated clear mission statements and strategic goals to drive project success.
- Conducted thorough research, evaluation, and implementation of advanced software tools.
- Developed detailed data sets to analyze each asset as a distinct business unit, offering deep insights into revenue and cost structures.
- Successfully integrated these tools into a practical, real-world work environment.
- Initiated and supported the digitization of hundreds of internal processes, significantly enhancing management control and reducing operational costs.
- Organized and filed returns for the Carl Moyer Programs from BAAQMD.

24/7 IT Operations - Managed the IT service providers, with no downtime, established and implemented goals, maintained budgets, found cost reductions, and communicated with company decision-makers.

- Remained vigilant of the rapidly evolving security risk landscape.
- Cultivated strong vendor partnerships.
- Successfully managed server hardware replacements within budget, ensuring zero downtime.
- Significantly decreased security risks by implementing new workplace processes.
- Continuously educated users on safe computing practices.
- Planned and executed hardware and software upgrades, minimizing downtime.
- Sustained uptime during earthquakes, fires, power outages, and other natural events.

Facility Construction, Remodels and Maintenance

- Managed budgets, construction projects, office remodels, HVAC installations, network infrastructure, cell tower site removal, temp power systems, sprinkler requirements, and lighting.
- Established and operated comprehensive maintenance processes for WVM facilities, ensuring seamless monitoring and upkeep of all building systems.
- Managed HVAC, ice production, sprinkler systems, solar arrays, plumbing, electrical, sewer, associated filings, and more.

Owner/Manager

Oakland, CA

1995-2013

Rocket Equipment Rentals

Equipment rental business serving the Oakland, Berkeley, Alameda and East Bay Area.

- Purchased and operated a longstanding light contractor/homeowner equipment rental yards in Oakland for two decades.
 - Managed all business activities, including hiring, firing, bookkeeping, accounting, technology integration, training, customer service, advertising, and compliance.
 - Supervised a workforce of 30 employees, facilitating over 40,000 rental transactions annually.
 - Digitized numerous operational processes, enhancing efficiency and accuracy.
 - Created and implemented an effective employee evaluation system.
 - Delivered essential services to the local East Bay community, contributing to its advancement.
 - Operated multiple locations with fully computerized operations, ensuring streamlined management and consistency.
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Education

McHenry County College Crystal Lake, IL
General Studies: Accounting and Power Mechanics

Certifications/Training

Smartsheet Certified, Hermonet Action Workshops, Communications 101, ITpro.tv, Solutions by Computer, Microsoft Office, Franklin Time Management, AgCode, Corporate Services TrakQuip & Basis products.

Professional Affiliations

American Rental Association, California Rental Association, Counter-pro, Enfinity, Solutions by Computer, Computer Ease, RENTS Systems, Smartsheet Early Adopters Program and Smartsheet User Groups.

Applications

Windows 11, Microsoft 365-Excel-Word-Powerpoint, Smartsheet, Monday.com, AgCode, Azure, Azure Virtual Desktop, ChatGPT, Gemini, MS Copilot, Wyze, Ubiquiti, Powertrack Solar Array, Deck Monitoring, Counter-Pro, TrakQuip, Truenas Scale, Hex OS, Tailscale, Rental Ease, Enfinity. Android, IOS, Mac OS

Personal Activities

Family, friends, play soccer, outdoors & hiking, travel, Formula One, new tech, running my server, creating apps.

References Upon Request
