



# Attracting a Fortune 500 client

ITAD SUMMIT 2021  
Huntington Beach, CA

---

My goal today is  
To inspire and nurture the ITAD industry based  
on my professional experience – elevating  
People, Planet & Profit positive relationships



## Bo Guilbeault: Program Manager IT Asset Management Retail Infrastructure

Industry Sales Executive spanning two decades: RetroBox, Intechra, Arrow Electronics, ITRenew & HPEFS.

IAITAM Certifications: CHAMP, CSAM, CAMSE, CMAM & CITAD

Disclaimer:

All content and statements (Verbal & Written) throughout my session are solely my own opinions and are derived from my professional experiences as an ITAD practitioner. **I AM NOT REPRESENTING MY EMPLOYER IN ANY DIRECT OR IMPLIED MANNER.** I am strictly representing myself to share my knowledge with ITAD industry professionals.

---

What's changed in ITAD since we last met?

---

## ITAD Elements

- Logistics Management
- Data Security
- Value Recovery
- Recycling
- Reporting

---

## Google Search

- Over 1 Million results (neutral)
- ITAD Companies 152k vs. 100K results (+52%)
- ITAD Companies in USA = 80K vs. 88K results (-10%)

---

SERI  
Sustainable Electronics  
Recycling International

- 957 vs. 907 (+5%) Global R2 Certified Locations

---

## E-Stewards

- 96 vs. 100 (-4%) Global Locations



---

Covid 19  
A brave new “hybrid” world

---

## Top Concerns for the Fortune 500 2019

- oCybersecurity
- oRapid pace of technological change
- oIncreased Regulation

---

What is currently  
happening

- oHybrid Workplace
- oSupply Chain Disruption
- oClimate Change – Corporate Pledges
- oHuman Resource Challenges
- oRansomware

---

Where are the opportunities?

The answer depends on who you ask!

---

## Hardware Asset Management

### Risk Mitigation

- Adapting to and enhancing a Zero-Trust business model – Chain of Custody
- Data integration

### Financial

- Share the “Math” - Transparency

### Inventory

- Addressing the Supply Chain Disruption

---

How can you help?

- .
- .