

# IAITAM ACE 2025

ITAM - Another Brick In The Wall

***Future-Proofing IAITAM: Scaling for Growth in a Dynamic Business Environment***

Presented by Bob Lafon, Co-founder & Managing Partner, Capital Growth Partners

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Bob Lafon is a seasoned telecommunications leader with over 40 years of experience with regional, national, and international wireless carrier organizations. He has consistently held senior roles, showcasing his ability to drive growth and innovation.

Bob also held significant roles with one of the world's largest telecom companies, Cable & Wireless. He held positions such as District Manager, Regional Manager, Interim General Manager, and Eastern Regional Vice President. At US Cellular, the nation's 4th largest wireless carrier, Bob launched the Company's first "Agent Manager" position, developing it into a successful sales channel. In retail, Bob was a minority business partner at Freedom Wireless, the Verizon Wireless "Agent of the Year" for 9 consecutive years where he grew the company from 19 stores with \$ million in revenue to 111 stores with 123 million in revenue. The company was sold to a publicly traded Irish holding company.

He is currently the Co-founder of Capital Growth Partners, a business advisory firm with a specialized focus in ITAD, Mobility, and Telecom related verticals. Bob has served on multiple advisory boards and has spoken at dozens of conferences globally. He is also the Co-founder of the Mobile Disrupt trade show & conference.



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## Planning for scalable IAITAM solutions in fast growing organizations

- **Assess organizational needs:** understanding the current and future IT asset and service management needs by analyzing the organization's growth trajectory and complexity.

~ **Exercise:** how would you go about doing such an assessment?

- **Modular & Flexible Solutions:** Choose solutions that are modular and can scale with the organization.

~ **Exercise:** why "modular" solutions and how do you evaluate those in light of a growth strategy?



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### Best practices for evolving your IAITAM Strategy as your business grows

- ✓ A forward-looking strategy
- ✓ Continued emphasis on automation
- ✓ Investment in a comprehensive go-to-market strategy with resources to support
- ✓ Partnerships with parallel, non-competing solutions providers to add value as well as circumvent the RFP process
- ✓ Focus on services as they do not commoditize the way products do, and they can be done on a contract basis, thereby providing recurring revenue, an important element in evolving the business, but also to any potential suitors when planning an exit strategy

OPEN Q&A ON ANY OF THESE TOPICS.



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## Connect with Me!



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