


IAITAM ACE 2025

ITAM - Another Brick In The Wall

Globalizing ITAD: Ensuring Consistent Standards and Compliance Across Borders

Greg Saxon
PlanITROI



1



Greg Saxon
Chief Operating Officer
gsaxon@planitroi.com
PlanITROI.com

Greg Saxon is the Chief Operating Officer (COO) at PlanITROI, where he leads strategies focused on operational excellence, sustainability, and business growth. With over 20 years of experience in operational roles across various industries, Greg has held key leadership positions, including Vice President of Value Chain Operations at Aventiv. His extensive background in operational excellence and quality assurance has been instrumental in positioning PlanITROI as a leader in IT Asset Disposition (ITAD) and circular economy solutions.


Greg holds a Bachelor of Science in Quantitative Economics (Applied Mathematics) from the United States Naval Academy and a Master of Science in Information and Telecommunication Systems for Business (Security) from The Johns Hopkins University – Carey Business School. His strong educational background and professional experience uniquely position him to drive PlanITROI's mission of bridging the digital divide and promoting responsible IT asset disposition.

Greg brings a people-first approach to leadership, supporting PlanITROI's mission to "Change Lives with Affordable Technology" while aligning business objectives with environmental sustainability. His work helps create a more responsible and impactful future for IT asset management, ensuring that technology reaches those who need it most.

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



2



Greg Saxon
Chief Operating Officer
gsaxon@planitroi.com
PlanITROI.com

PlanITROI: Bridging the Digital Divide
Since 2001, PlanITROI has been at the forefront of closing the digital divide by repurposing affordable technology from our clients' retired IT assets. Our commitment to **100% data security** ensures that organizations achieve their critical **Environmental Social Governance (ESG)** and **Corporate Social Responsibility (CSR)** goals while maximizing the value of their assets.

Our Journey: Pioneering Excellence

Early Days: We began by addressing the complex data security requirements of the **Department of Defense** and **Panasonic Toughbooks**. Our unwavering focus on safeguarding sensitive information set us apart.


ESG Leadership: In 2011, we took a bold step into the ESG landscape. By integrating sustainability practices, we not only benefited our clients but also contributed to a greener planet.

Retail Recovery: Recognizing the evolving needs of the industry, we swiftly transitioned into **retail asset recovery**. Our expertise in refurbishing and reselling IT assets became a game-changer.


AI Innovation: Today, we lead the way by harnessing the power of **artificial intelligence (AI)**. Our cutting-edge solutions optimize asset recovery, reduce waste, and drive sustainable practices.

Join us in bridging the digital gap while making a positive impact on the environment and society. 🌱 ♻️

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





3




Why ITAD Must Be Globalized

- Businesses operate across multiple countries with different ITAD regulations
- Data security risks increase with untracked cross-border IT assets
- Sustainability goals require globalized e-waste reduction strategies






April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





4




Global ITAD Is Not Optional

- Data security
- Regulatory compliance
- Business continuity
- Sustainability





April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



5



What Does Global Compliance Mean for ITAD?

- Data destruction standards
- Environmental regulations
- Logistics and transportation
- Vendor certifications






April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV




6

ITAD's Global Impact in Numbers



- US multinational enterprises employed 44.3 million workers in 2022 (Bureau of Economic Analysis, 2024)
- Worldwide IT spending is expected to total \$5.74 trillion in 2025 (Gartner, 2024)
- The global average cost of a data breach was \$4.88 million in 2024 (a 10% increase from 2023) (IBM, 2024)

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



7

Global ITAD Compliance Complexity

- EU's General Data Protection Regulation (GDPR)
- US: ITAD governed by federal and state laws
- APAC: Varies widely – some regions have no e-waste policies




April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



8


Case Study – Compliance Failure

Meta's €265M GDPR Fine



- What happened?** A data scraping breach exposed the personal data of 533 million Facebook users
- Why it mattered?** Meta failed to prevent unauthorized data harvesting, violating GDPR's data protection requirements
- Fine imposed:** €265 million by the Irish Data Protection Commission in November 2022 (BBC, 2022)

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



9



Case Study – Compliance Failure Meta's €265M GDPR Fine



- Relevance to ITAD:
 - This case highlights the risks of mishandling sensitive data
- Companies operating globally must ensure consistent data security compliance across borders to prevent breaches/exposure



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



10



Case Study – Compliance Failure Meta's €265M GDPR Fine

- GDPR is just one of many global regulations
- Failure to secure data = massive fines + reputational damage
- A well-defined international ITAD strategy is essential for handling retired assets in multiple jurisdictions
- ITAD professionals must work with legal, compliance, and IT teams to create a global framework that meets all regulations



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



11



Building a Standardized ITAD Framework

- Define universal ITAD policies
- Implement a global asset tracking system
- Use certified ITAD vendors worldwide




April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



12

Key International ITAD Certifications

<p>Data Security & Privacy</p> 	<p>Environmental & Sustainability</p> 
---	--

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV 

13

E-Waste & The Global Dumping Problem


- Humans produce 62 million tons of e-waste every year
- On track to rise to 82 million tons by 2030 (United Nations Institute for Training and Research, 2024)
- Many decommissioned IT assets are illegally or negligently exported to developing nations and end up in landfills




April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV 

14

Case Study – E-Waste & The Global Dumping Problem



- Do you know where your e-waste goes?
- Unregulated e-waste is not properly recycled and can end up in landfills and developing countries
- Only 17.4% of e-waste is known to be collected and properly recycled (TheRoundUp, 2025)

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV 

15

Case Study – E-Waste & The Global Dumping Problem



- Agbogbloshie, Ghana
- Millions of devices from the US and Europe arrive here every year
- Labeled as “used goods” but are often non-functional
- Serious health and environmental risks


April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

Plan-iT-ROI

16

Case Study – E-Waste & The Global Dumping Problem

- ITAD fails without proper oversight
- Lack of vendor accountability → no proof of proper recycling
- Use certified downstream recyclers




April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

Plan-iT-ROI

17

The Role of Governments in E-Waste Regulation


- EU → Strict regulations under the WEE Directive
- US → Patchwork laws, no federal oversight
- China → Imports banned, domestic e-waste rising
- Developing nations → Lack of infrastructure to regulate e-waste processing



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

Plan-iT-ROI


18



The Financial Impact of Poor ITAD

- Regulatory Fines → Up to 4% of global annual revenue per violation (GDPR)
- Data Breaches → \$4.88 million average cost
- Supply Chain → Poor tracking leads to excess spending on unnecessary new assets
- Lost IT Assets → If companies recycle irresponsibly, value is lost in potential reuse/refurbishment of assets

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



19




Sustainability & Circular Economy in ITAD

- Reusing IT assets avoids 20x more greenhouse gas emissions than recycling (Gartner, 2024)
- Global companies must prioritize ITAD strategies that extend asset lifespans
- Regulatory and ESG reporting favor reuse over recycling as the preferred ITAD outcome

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV




20



Refurbished IT Demand

- Refurbished IT hardware: 93-97% performance of new devices (Gartner, 2024)
- Standardized ITAD processes ensure consistent refurbishment quality worldwide
- The global refurbished computers & laptop market is estimated at \$5.7 billion in 2025
- The market is expected to grow to \$9.6 billion by 2034 (Global Market Insights, 2024)

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV




21



Certified ITADs Must Be Held Accountable


- Certified companies do not always operate ethically
- Certified ITAD providers must provide full transparency
- What's being marketed must match actual practices




April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





22




Providing the Same Level of ITAD Service Worldwide

- ITAD services help companies:
 - Avoid compliance failures that lead to fines
 - Maintain equal environmental responsibility across all regions
 - Provide consistent data security regardless of country

April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



23



Discussion Questions

What are the biggest challenges your organization faces in standardizing ITAD across multiple regions?

How confident are you in your company's ability to maintain ITAD compliance globally?


How can technology improve consistency in global ITAD operations?



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV





24




Action Item:

Develop an initial roadmap for aligning your ITAD processes with international best practices





April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV



25



Connect with Me!



(973) 970-5682



gsaxon@planitroi.com



<https://www.linkedin.com/in/gregsaxon/>



April 22-24, 2025 | The M Resort Spa Casino | Las Vegas, NV

26