

Managed Services Provider for Electronic Asset Retirement and Data Destruction for Corporations throughout the United States, LifeSpan Technology Recycling handles Large Quantities of Equipment from Many Locations with a Customized Program that includes the Highest Standard of Environmental Protection and Data Security

**Business Services
Retirement**

LifeSpan Technology
888-720-0900
www.LifeSpantechnology.com



**Dag Adamson
CEO**

BIO: As president of LifeSpan, Dag's focus is to ensure that the company is uniquely positioned to deliver national asset retirement services to a range of businesses. Dag has over 15 years experience developing business solutions based on innovative technologies. Prior to founding LifeSpan, he was the U.S. director of Keyware Technologies, a multinational software firm based in Brussels. Before Keyware, Dag founded Newton Online Business Solutions, a profitable Internet integration company, and held sales and management positions with AT&T and NCR. Dag received a BS cum laude from Worcester Polytechnic and an MBA cum laude from Car-

roll School of Management at Boston College.

About

LifeSpan Technology Recycling:

Founded in 2002, LifeSpan is a managed services provider for electronic asset retirement and data destruction to corporations nationwide. LifeSpan offers the flexibility of handling large quantities of equipment or many locations with a customized program. LifeSpan also manages a full range of end-of-life data security issues for our clients. LifeSpan has the highest standards and certifications for environmental protection and data security.

**Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine**

CEOCFO: Mr. Adamson, what is LifeSpan?

Mr. Adamson: LifeSpan is a company that provides IT Asset Disposition and that means we do three different things for our customers. We manage the data privacy risk of expired or unwanted IT assets. We also make sure from an environmental compliance perspective that they are handled both in a legal and ethical fashion. Lastly, we really protect our customers' brand – especially managing their reputation around handling electronic waste.

CEOCFO: Are most companies today up to speed on the need to handle electronic waste in a responsible manner or is it still something where many companies have not caught up?

Mr. Adamson: I think it is a mix. Companies today are looking at increasing their revenues/recovery and reducing their costs. They are looking for value for retired IT technology. So, when they refresh technologies between three and five years old - they are looking to recover value on those used computers because in many cases especially for larger enterprises, that used computer equipment or datacenter equipment or telecommunications equipment could have value. When reducing their costs, they sometimes choose the lowest cost service - inadvertently placing their company at risk of a data privacy breach or environmental violation.

CEOCFO: How do you help companies?

Mr. Adamson: We make sure that data privacy compliance is in place because the fees associated with improperly handling either their employees' information or their customers' information can be very expensive. In the healthcare industry there are laws like HIPAA-HITECH, Organizations can be exposed to \$1.5 million in fines. By following standards set forth by the National Association of Information Destruction, we can mitigate those risks. Many organizations want to recover value. For example, we know that our customers' sales organization's notebook computers are not that old and they are functioning well, so we will help them eradicate the data and then remarket those assets for them.

CEOCFO: Would you give us a rundown and maybe an example of how this works?

Mr. Adamson: An example might be a global auto manufacturer, where they have computers all around the United States. In a typical program like this, we would have a multi-person team that will help coordinate the identification of the assets, identify where they are located, do onsite data destruction as well as collect equipment information onsite to ensure chain of custody. We will securely transport this equipment back to one of our facilities. We will test and sanitize the machines that have value. With the broken assets, we will de-manufacture and pull them apart into raw materials. Ultimately, at the end of the process, we will deliver a certificate of recycling and data destruction and we will write a check for the working IT equipment.

CEOCFO: What do you bring to the table that maybe others do not as far as doing it better, cheaper, faster or compliant?

Mr. Adamson: Compliance is really driving much in the decision factors for our customers. Unfortunately, many folks recognize that our industry has had a colorful past. LifeSpan has been involved in the development of accredited standards. Responsible Recycling (R2) is a standard whose development was initially sponsored by the EPA was a standard where we collaborated in the development. Another standard called e-Stewards was developed by the Basel Action Network. Those are “the” two standards that are particularly focused around electronics recycling. You really need to have both e-Steward and R-2 certifications. In addition, on the data privacy front, the National Association of Information Destruction independently audits service companies to ensure that they are doing either a physical destruction or the sanitization of hard drives in a compliant manner that meets their standards. The designation of AAA NAID certified assures this data destruction compliance.

CEOCFO: How do you reach potential customers?

Mr. Adamson: Interviews like this are certainly helpful. We do quite a bit of publishing and writing of articles for our website and our blog <http://blog.lifespantechnology.com/>. We do quite a bit of public speaking at national conferences and we use a variety of different tools of social media to reach out to our customers.

CEOCFO: What works best?

Mr. Adamson: Certainly talking to folks like CEOCFO is one area. In terms of industry, periodical is one area. We do a lot of industry research around data destruction technology. For instance, we will work with organizations like the University of California San Diego and look at some of the research they are doing. We will put together an article that summarizes some of those findings, speaking at national trade associations within the industry but mainly within the vertical industries.

CEOCFO: Are there verticals where you would like to be involved?

Mr. Adamson: We want to continue to participate in multiple industry segments including: healthcare and financial services, defense contractors, and retail. We have quite a bit of success in those areas. We have been in this business for ten years and have a national footprint from the west coast to southeast to the northeast. It is hard to believe it was our ten-year anniversary a couple months ago. We have been a three-time winner of Inc magazine’s fastest growing companies. We are proud of our accomplishments and with those accomplishments and experiences we can bring additional value to our customers.

CEOCFO: You are recognized as one of America’s top 100 job creators; what kinds of jobs?

Mr. Adamson: We are in a lucky to be in an industry where some of the market research has indicated that our industry is growing at a 20% year-over-year compounded rate. That is quite unusual in the tough times right now. We are in a very good industry. I think it is that inflection point of maturity that folks recognize that there is a data privacy issue and

environmental issue. They want to protect their reputation but they want to recover value. That is what is driving us. Where we hire is in all forms of our organization. It can be anywhere from folks working in our factories doing de-manufacturing to sales. We hire quite a few systems engineers to do product testing and data destruction.

CEOCFO:What do you bring to the table at LifeSpan from previous experiences?

Mr. Adamson: I was fortunate to have run a successful internet company in the nineties. One of the things that taught me that and remains to be true is that no matter what the technology is and no matter the business, it is really about people. It is about being flexible and leveraging the skills that everyone brings to the table. That is what is going to make us successful.

CEOCFO: What is ahead for LifeSpan?

Mr. Adamson: We have a steady growth plan of over 30% growth. We are going to continue to expand our national footprint and identify new markets that are either underserved or have additional capacity for service. Looking at expanding our global reach - we have a number of international partners looking to fortify those relationships as well as expand in the markets where there are new global opportunities.

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CEOCFO: Why should the business and investment community pay attention to LifeSpan?

Mr. Adamson: Our “special sauce” for the investment community is that

we have a mature management team. We have a marquis customer list. We have a national footprint and we are a supporter and innovator of national transparency and certification. We are

ready to continue to grow. Outside investment could help accelerate that continued growth.



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