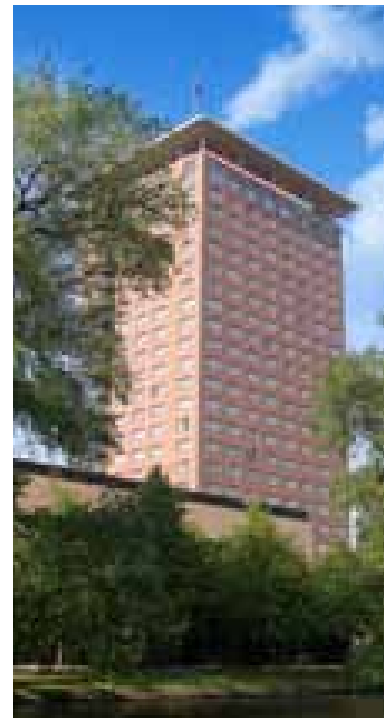


7th Annual

# RLA Conference & Expo Amsterdam 2010



**SUNDAY - JUNE 13, 2010**

RLA Reception - EXHIBIT HALL - 6:00pm - 8:00pm

**MONDAY - JUNE 14, 2010**

EXHIBIT HALL OPENS - 8:30am

10:30am



**AMSTERDAM 2010 WELCOME**  
Gailen Vick, President & CEO



11:00am



**KEYNOTE ADDRESS**  
Rehman Mohammed, Senior Director, WW Customer Operations



**Track A**

**Track B**

**Track C**

12:30pm



**Thomas Müller - Director, Care Supply Chain Mgmt**  
**Transformation Journey**



**Bryan Maguire - Regional VP for EMEA**  
**Optimal Spare Parts Management**



**Peter Newman - EMEA Procurement Mngnr**  
**George Faust - Service Network Mngnr**

**Managing the Service Network**



**BUFFET LUNCH - EXHIBIT HALL - 1:30PM - 3:30PM**

**Football Networking Event**



**Netherlands vs Denmark**



Broadcast Sponsored by:



**Coca-Cola World Ranking May 10th 2010 - Points**

1.		Brazil	1611
2.		Spain	1565
3.		Portugal	1249
4.		Netherlands	1231
5.		Italy	1184
6.		Germany	1082
7.		Argentina	1076
8.		England	1068
9.		France	1044
10.		Croatia	1041
11.		Russia	1015
12.		Egypt	967
13.		Greece	964
14.		USA	957
15.		Serbia	947

4:00pm



**Tony Sciarrotta - Director, Asset Recovery**

**PANEL DISCUSSION: Asset Recovery and Returns Management in Retail**



**Ian Towell - National Returns Manager**



**Christian Christensen - VP**

**Challenges in Global AMS Business**



**Helene Dupeux - Service Logistics Manager**



**Dr. Harold Krikke - RLA Professor of Closed Loop SCs**

**Dianne Hofenk - MSc**

**Global Survey on Reverse Logistics: Survey Results** OpenUniversiteitNederland



**Paul Bruce - VP, Global Services**  
**FLEXTRONICS Global Services**













**AMSTERDAM CANAL DINNER CRUISE - 5:30pm - 7:30pm**

Seats are limited. Please sign-up when you register for the Conference & Expo.



**TUESDAY - JUNE 15, 2010**

**EXHIBIT HALL OPENS - 8:30am**

	Track A	Track B	Track C
9:00am	 <p><b>Maarten Pruijboom</b> - <i>Managing Partner</i>    <b>PANEL DISCUSSION: Methods of RL Outsourcing</b></p>	 <p><b>Liam O'Halloran</b> - <i>Senior Vice President</i>  <b>Integrating Reverse Logistics to Drive Out Costs and Reduce Cycle Times</b>  </p>	 <p><b>Jelle Schoenmaker</b> - <i>Sales Director</i>  <b>Leveraging Superior Performance to Earn the Loyalty of your Customer Base</b>  </p>
	 <p><b>Dick Kluis</b> - <i>VP, Product Marketing</i>  </p>	 <p><b>Feargal Mac Conuladh</b> - <i>Vice President - Services</i>  </p>	<p><b>All presentation are available online to RLA members</b></p>

**INTERMISSION - REFRESHMENTS - EXHIBIT HALL - 10:00am - 11:00am**

11:00am	 <p><b>Marcel Kaal</b> - <i>WEEE Consultant, Pincvision</i>  <b>PANEL DISCUSSION: Challenges and Compliance with Cross Border Commerce</b>  </p>	 <p><b>Jeroen Weers</b> - <i>Developmental Manager RL</i>  </p>	 <p><b>Theo Alkemade</b> - <i>Vice President Mobile Services EMEA&amp;APAC</i>  </p>
	 <p><b>Ernst Klaassen</b> - <i>EMEA Reverse Logistics Mngr</i>  </p>	 <p><b>Ron Laan</b> - <i>Attorney, Van Diepen Can Der Kroef Lawyers</i></p>	<p><b>All presentation are available online to RLA members</b></p>

**BUFFET LUNCH - EXHIBIT HALL - 12:00 - 1:30PM**

1:30pm	 <p><b>Stefan Danckert</b> - <i>CTO, Arvato Services</i>  <b>Reverse Logistics with SAP R/3</b>  </p>	 <p><b>Stef de Bont</b> - <i>Managing Director</i>  <b>Controlled Reverse Chains for End-of-Life Products</b>  </p>	 <p><b>Herman Goemans</b> - <i>Managing Director</i>  <b>Streamlining Reverse Logistics by Design</b>  </p>
	 <p><b>Adrian Clitheroe</b> - <i>Managing Director, Amark International</i>  <b>PANEL DISCUSSION: Environmental Management Considering Sustainability and Corporate Social Responsibility</b></p>	 <p><b>Leslie Harms</b> - <i>Director of Membership Relations Reverse Logistics Association</i>  <b>Making the Most of your RLA Membership Benefits</b>  </p>	 <p><b>Euripedes Gomes</b> - <i>LAR Go-to-Market Supply Chain Manager</i>  <b>End-to-End Product Life Cycle Management</b>  </p>
2:30pm	 <p><b>Ian Rusher</b> - <i>SCFO EMEA Operations Manager</i>  </p>	 <p><b>Derek Scott</b> - <i>Operational Planning &amp; Development</i>  </p>	<p><b>All presentation are available online to RLA members</b></p>



**CLOSING REMARKS** - Kurt Walker, Director of Special Events, RLA - 3:30pm



**LUCKY DRAW** - Leslie Harms, Director of Special Events, RLA - 4:00pm for MP3 Players, DVD RW, Portable DVD Players, External Hard Drives, Digital Cameras (you must be present during the drawing to win)

**TUESDAY - JUNE 15, 2010 - full schedule on page 10**

**POST-CONFERENCE WORKSHOPS - 9:00am - 3:00pm**

**RLA INDUSTRY/FOCUS COMMITTEE REPORTS - 5:00pm - 6:00pm**

**WORKSHOPS - WEDNESDAY - JUNE 16, 2010**

	<b>ROOM 1</b>	<b>ROOM 2</b>	<b>ROOM 3</b>
	<b>Gailen Vick</b> , President & CEO, Reverse Logistics Association  <b>Kurt Walker</b> , Director, Special Events Reverse Logistics Association	<b>Dr.ir. Harold Krikke</b> RLA Professor of Closed Loop SCs, Open University	<b>Coen Jeukens</b> Managing Partner, Serve2XL - T he Service Excellence Company
<b>Workshop 1</b> 9:00 - 10:30AM	Successful Outsourcing - RFQs, Contracts and SOWs	Effectiveness of WEEE Regulation	How to Involve the Retail Channel in Your Reverse Logistics Strategy
10:30-11:00AM	BREAK	BREAK	BREAK
<b>Workshop 2</b> 11:00 - 12:30PM	Successful Outsourcing - RFQs, Contracts and SOWs	Effectiveness of WEEE Regulation	How to Involve the Retail Channel in Your Reverse Logistics Strategy
12:30-1:30PM	LUNCH	LUNCH	LUNCH
<b>Workshop 3</b> 1:30 - 3:00PM	Successful Outsourcing - RFQs, Contracts and SOWs	Effectiveness of WEEE Regulation	How to Involve the Retail Channel in Your Reverse Logistics Strategy

## Conference Speakers and Panelists

Biographies in alphabetical order



**Theo Alkemade,**  
Vice President Mobile  
Services EMEA&APAC,  
Teleplan

Mr. Alkemade joined Teleplan in 2003 as Statutory Director for Teleplan Communications B.V. and responsible for the service operations in Benelux. In 2008 he was nominated as Vice President for the Mobile Business Unit EMEA & APAC.

Prior to joining Teleplan, Mr. Alkemade has held several functions within the dutch KPN group, latest as Director of KPN Telecom Logistics & Repair B.V.



**Christian Christensen,**  
Vice President, Elcoteq

Christian has worked with Elcoteq for 10 years, starting as New Sales Manager he worked his way up to Vice President. Along the way he also served as Product Line Manager, Account Director and Global Account Director. Previous to working at Elcoteq Christian was Production Manager at Nokia.



**Adrian Clitheroe,**  
Managing Director,  
Amark International

Adrian is currently the Managing Director of Amark International. Amark International was established in Oct 2006 to specialise in redefining clients reverse supply chain using best practice and lean philosophies to deliver cost efficient processes. Amark International provides services in the following areas; WEEE compliance, inventory optimisation, spare parts planning, warranty management and outsourcing solution design.

Before Amark International, Adrian was in business development for Teleplan and was focused on developing reverse supply chain solutions for major blue chip companies such as IBM, Dell and Samsung.

Prior to Teleplan, Adrian was

in product sales for Samsung, responsible for EMEA OEM sales to the major integrators, DELL, HP, IBM and FSC.



**Stef de Bont,**  
Managing Director  
Logistics Result,  
12Return

Stef de Bont is founder of 12Return, a new 3PSP offering managed service solutions for controlled reverse chains in EMEA. Since 1993 he has been working in the field of logistics at companies such as Schenker, Rhenus Logistics and Solectron.

Since 2004 he has been active in the field of service logistics and at Solectron he has been involved in developing and operating European service logistics operations for several blue chip manufacturers. In 2007 he has founded Logistics Result, a consultancy and project management company, specialized in service logistics and outsourcing.

Stef is author of many reverse logistics articles and a frequent speaker on conferences.



**Stefan Danckert,** D-IT  
Arvato Services

After his successful graduation in information technology Stefan Danckert started his career as consultant for image database systems in the healthcare industry. Mr. Danckert was appointed Head of Information Technology at a branch of Siemens AG, where he led the successful implementation of a new enterprise resource planning system. Mr. Danckert gathered several years of experience as a senior consultant for ERP-systems, serving a broad range of customers and industries. In 2001, Mr. Danckert joined arvato and reached his current position as CIO four years later. Today, Mr. Danckert represents arvato distribution GmbH as a member of the management board.



**Helene Dupeux,**  
Service Logistics  
Manager, Dell



**George Faust,** Service  
Network Mngnr, Assurant

Georg Faust joined Assurant Solutions 2006 as Service Network Manager for Germany following more than 20 years working within the Electronics and Multi Media Industry. Prior to joining Assurant Georg ran his own Multi Media Dealerships across Germany and during this time he developed a suite of software that assisted Hi-Fi companies and Dealers in registering repairs, through to the logistical management and progress tracking of a repair. This is now widely adopted across the industry. Georg has particular expertise in service network process and logistical solutions and brings a great deal of industry knowledge to the Assurant Service Network Team.



**Herman Goemans,**  
Managing Director,  
Sprague Magnetics  
Europe

Herman returned to the Reverse Logistics Service Industry 3 years ago with Sprague Magnetics Europe, this after having made a "pit stop" for 8 years in Product Design as the VP of R&D at BDT AG. BDT AG is a major ODM behind products from HP, Dell, IBM, Xerox, SUN/Oracle, etc. on Storage Automation and Printers.

Prior to this BDT AG period, Herman held several management positions in Service Logistics with Digital Equipment Corp/Compaq, managing the EMEA Repair Centers and WW Quality & Engineering Operations. For 17 years Herman contributed significantly to re-engineering/re-structuring EMEA's Digital's Logistics Operation and building WW Process/Quality Engineering functions and capabilities. Before this Digital period Herman worked several HW & SW Design Engineering positions at ITT/SEL and Xerox. Bridging Design Engineering and Reverse Logistics Operations/Engineering over a 37 year experience time span provides an interesting perspective on how to Streamline Reverse Logistics by Design.

7th Annual

# RLA Conference & Expo Singapore

Concorde Hotel, Singapore • September 27-29, 2010

Asia's premiere Reverse Logistics Event will bring three full days of Reverse Logistics. Starting on Monday, September 27, with RLA Workshops and continuing on Tuesday and Wednesday with sessions and exhibition.

A wide range of leading regional and global Reverse Logistics companies are in attendance from repair/refurbishing to recycling/e-waste and transportation logistics.

Be sure to visit the Exhibition Hall where ODMs and OEMs will be looking for Third Party Service Providers (3PSPs) that can manage Reverse Logistics in the Far East, along with identifying solutions for Europe and the Americas. There will be many exhibitors showcasing their Reverse Logistics services and solutions. This is a rich opportunity for OEMs and Branded companies to identify future service partners.



**REVERSE  
LOGISTICS**  
ASSOCIATION  
CONFERENCE  
& EXPO



**If you are a Reverse Logistics professional – don't miss this event!**

For more information and complete details, visit [www.RLASHows.com](http://www.RLASHows.com). Attendees may register online for Workshops and the Conference and even book flights and hotel. Exhibitor space is available for purchase as well.



## Interested in Networking?



RLA Seminars are one-day events held around the world that bring RL professionals together to address specific industry topics pertinent to OEMs, Retailers, and 3PSPs. The highlight of these events is a facility tour showcasing efficient return, repair and services operations from industry leaders such as Best Buy, HP, Walmart, Motorola and Dell.



### Upcoming RLA seminar will be:



**Lexington, Kentucky - August, 2010**  
**Facility Tour Sponsored by:**

**Lebanon,**  
**Tennessee**  
*October, 2010*



A **xerox** Company

<http://www.RLASHOWS.com/seminars.php>



**Leslie Harms,**  
 Registration/  
 Membership Relations  
 Director, Reverse  
 Logistics Association

RLA is pleased to welcome Leslie back to the company as Registration/Membership Relations Director. She returns to RLA with over 15 years combined experience in marketing, event management and accounting.

Having previously worked at well-known companies such as 3Com Corporation and United HealthCare, Leslie first joined RLA in 2003 as the Director of News Services. She later assumed the role of Event Manager and helped orchestrate and execute the shows and seminars hosted by RLA.



**Dianne Hofenk,** PhD  
 Candidate Open  
 University of the  
 Netherlands

Dianne Hofenk studied Business Administration at Radboud University Nijmegen (the Netherlands). After she

earned her Master's degree (with a specialization in Marketing) in 2006, she went to Kenya for a traineeship at Health Data Systems, a provider of healthcare information management solutions. She was responsible for setting up their marketing activities.



**Marcel Kaal,** WEEE  
 Consultant, Pincvision

My name is Marcel Kaal; I studied at the University of Twente resulting in a Master degree in Management Science with an expertise in European integration. Coming from a research background I started at Pincvision and joined the Cisco Systems WEEE-ops team as a consultant in May 2006. From August 2007 till now I am supporting SUN Microsystems as a WEEE consultant.



**Ernst Klaassen,**  
 EMEA Reverse  
 Logistics Manager, Sun  
 Microsystems

Ernst Klaassen is the EMEA reverse logistics manager at

SUN Microsystems. In that role he manages current return processes within EMEA, accountable for the (re)design, development and implementation of a low touch, low cost, high velocity (reverse) supply chain for the dispositioning and processing of returned, retired (end-of-life) and excess equipment. Fpoc for Sun, 3PL and customers for any reverse logistics issues. Managing Sun's asset recover partner to ensure material will be disposed in an environmental friendly manner (WEEE) and material won't show up on the grey market. He has also served as Global Reverse Logistics Manager, Project Manager (Supply Chain), CSR, Order Manager & Logistics Supply Manager at SUN Microsystems.



**Dick Kluis,** VP Product  
 Strategy, Servigistics

Dick Kluis is Vice President of Product Strategy for Servigistics. Appointed to this position in August 2007, Dick is responsible for the strategic direction of the Service Logistics modules: Service Network Visibility, Event Management,



**MOTOROLA**

**NOKIA**  
 Connecting People

OpenUniversiteitNederland

Service Order Execution, Repair Management and Warehouse Management. He leads the product management team in delivering all Service Logistics functions within the overall Service Lifecycle Management solution.

Dick Kluis brings more than 20 years of IT and supply chain experience to the company including roles at Click Commerce, Jabil Global Services (USA), Waterland International (USA), Waterland BV (The Netherlands), and Honeywell BV (The Netherlands). Prior to joining Servigistics, Dick held the position of senior director, materials and IT for Jabil Global Services, the aftermarket services division of Jabil Circuit. As part of the executive management team at Jabil Global Services, Dick had worldwide responsibility for materials and IT, and managed 12 sites including a global outsourced data-center. Previous management roles at Jabil ranged from strategic IT planning to mergers and acquisitions.



**Harold Krikke**, RLA Professor of Closed loop supply chains, Open University

Harold Krikke is a member of the Department of Organization and Strategy at the Tilburg University since 2004. He first studied Industrial Engineering and Management at Twente University of Technology in Enschede. At the same university he completed his Ph.D. in 1998 in the field of reverse logistics. Since then, he works as an assistant professor at Erasmus University Rotterdam and also as a business consultant at Tebodin consultants. As of 2002 he is a project manager of CentER Applied Research and later became Associate Professor at the faculty Economics and B.A. of Tilburg University.

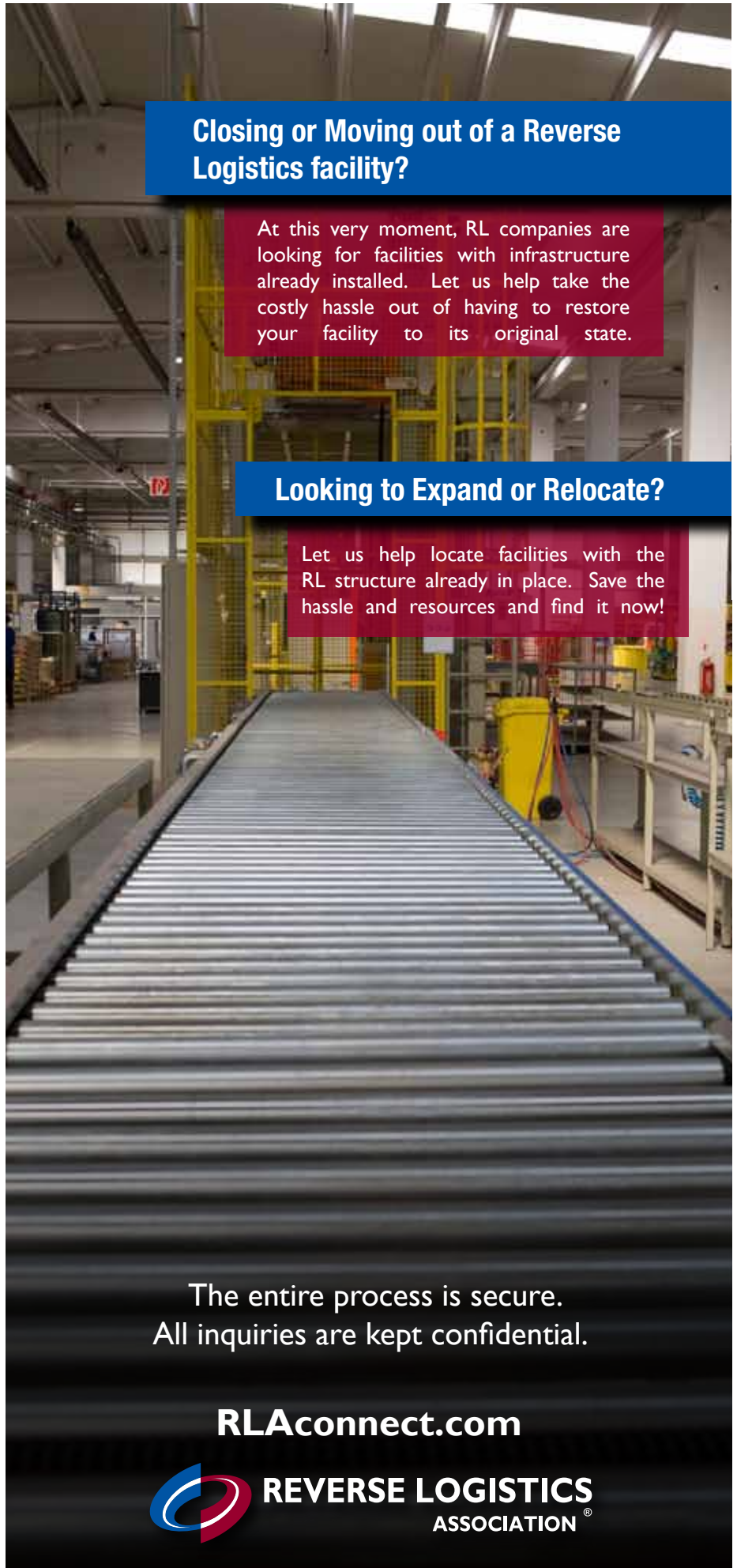


**Ron Laan**, Attorney, Van Diepen Can Der Kroef Lawyers



**Feargal Mac Conuladh**, Vice President - Services, Lenovo

Senior executive with



**Closing or Moving out of a Reverse Logistics facility?**

At this very moment, RL companies are looking for facilities with infrastructure already installed. Let us help take the costly hassle out of having to restore your facility to its original state.

**Looking to Expand or Relocate?**

Let us help locate facilities with the RL structure already in place. Save the hassle and resources and find it now!

The entire process is secure.  
All inquiries are kept confidential.

**RLAconnect.com**



over 20 years experience across broad range of activity including Supply Chain, Logistics, Customer Service, Production, HR, Executive Education and Marketing. Specific experience in leading downsizing/restructuring efforts at both EMEA and Worldwide level, as well as leading hyper-growth projects in start-up mode; all within large well known fortune 500 firms.



**Bryan Maguire,**  
Regional Vice President  
for EMEA, Jabil

Bryan Maguire worked for Honeywell Information Systems in his native Scotland in test engineering and new product development roles for minicomputers for 10 years before joining Seagate Technology. He worked for Seagate for over 12 years in the areas of Engineering, Quality, Reliability, Logistics and General Operations in the after market division for both disc and tape products. During that 12 years he lived in Scotland, The Netherlands, the US and Mexico. In 2002, Bryan joined Jabil Global Services, the after market division of Jabil, Inc. as Vice President of Operations for North, South and Central America. In 2005 he assumed his current role at Jabil as Regional Vice President for EMEA.



**Rehman Mohammed,**  
Senior Director, WW  
Customer Operations,  
Cisco

With a background in sales and channels, Rehman has been with Cisco for 9 years in various roles from sales operations, reverse logistics and more recently customer operations.

Rehman was the architect of the Cisco Lean Forward program, now Global co-lead. Lean Forward has been recognized by AMR as unique in industry. Rehman also built the Reverse Logistics value recovery engine, now delivering \$200m revenue from a base of \$5m in 2005.



**Thomas Mueller,**  
Director, Care Supply  
Chain Management,  
NOKIA

Thomas Müller is

Director, Care Supply Chain Management for Nokia. He is globally responsible for the Nokia reverse logistics operations, the repair factory network, materials management and for high volume materials recovery centers.

From 2003 to 2007, Thomas was Director, Global Hardware Services business for Nokia and for Nokia Siemens Networks, which is the Telecoms Infrastructure Division of Nokia. In his role he was responsible for the global spares and repair business. The responsibility included P&L, customer & employee satisfaction and operational performance. Hardware Services Service Line is part of Care within the NOKIA Siemens Networks Services Business Unit.



**Peter Newman,** EMEA  
Procurement

Peter worked in a procurement environment in various sectors of industry, Engineering, Service Industry, Financial Services and Insurance over the last 25 years. Within that period of time running his own business for 12 years. he has extensive experience in supply chain and vendor management across Europe and the Far East. Peter Newman joined Assurant Solutions in July 2007 as Procurement Manager UK and Ireland developing and implementing a cohesive procurement strategy and supporting Assurants Service Network Management Team. Earlier this year assumed responsibility for Assurant across the whole of Europe.



**Liam O'Halloran,**  
Senior Vice president,  
DEX Europe

Liam is Senior Vice President of Dex in Europe. He has 20 years experience in the Repair and Logistics Industry having previously being Vice President of European Operations for Jabil Global Services. With a background in Accounting and Finance he has also been involved in telecommunications companies in the Irish market as well as a mentor for new entrepreneurs associated with Irish Universities. He believes that the integration

of IT systems provides the best opportunity for cost reduction and service improvement for the customer. He is married with two grown up children and spend his relaxing time playing Irish music.



**Maarten Pruijboom,**  
Managing Partner,  
Serve2XL - The Service  
Excellence Company

Maarten focuses on Service Management and Service Logistics. He is specialised in service strategy and positioning, service marketing, customer service, reverse logistics, spare parts logistics and service sustainability.

Prior to Serve2XL, Maarten has been management consultant at Capgemini Consulting for 15 years. As programme manager, interim manager and advisor he designed and implemented strategic service and reverse logistics solutions for national and international companies like HP, Philips Electronics, Océ, Ricoh, Princess, TNT, DHL, Samsung, Roche, IHC, KPN and France Telecom



**Ian Rusher,** SCFO  
EMEA Operations  
Manager, Cisco System

20 Years within Supply Chain Operations, of which the last 15 Years have been spent in reverse Logistics. Previous experience running 3Com EMEA Warranty/Service Repair Operations, Responsible for both Internal and 3rd party repair operational performance and Engineering support. Moved the operations from a predominantly In-House business to a total outsourced operational model. Last 3 Years at Cisco within Supply Chain Field Operations, setting up the EMEA non Service returns and Cost Avoidance Operations within the Netherlands. Responsible direct for EMEA Freight and Warehouse Operations. During the last 2 years has successfully set up Operational infrastructure to support the Teams Global Revenue targets.



**Ian Towell**, National Returns Manager, Tesco Stores Ltd  
 20 Years within Supply Chain Operations, of which the last 15 Years have been spent in reverse Logistics. Previous experience running 3Com EMEA Warranty/Service Repair Operations, Responsible for both Internal and 3rd party repair operational performance and Engineering support. Moved the operations from a predominantly In-House business to a total outsourced operational model. Last 3 Years at Cisco within Supply Chain Field Operations, setting up the EMEA non Service returns and Cost Avoidance Operations within the Netherlands. Responsible direct for EMEA Freight and Warehouse Operations. During the last 2 years has successfully set up Operational infrastructure to support the Teams Global Revenue targets.



**Jelle Schoenmaker**, Sales Director, Cycleon  
 Jelle started his career in the telecom industry as business development manager at Lucent Technologies during which he came across the influence of supply chains on business performance. Prior to joining Cycleon Jelle held several positions for Anixter Inc., the world's leading supplier of supply chain services and products for the IT and Telecommunication industry.

Jelle is now responsible as sales director for all sales activities of Cycleon.



**Tony Sciarrotta**, Asset Recovery, Philips  
 In a new role at Philips North America beginning in 1998, Tony focused the consumer organization on activities to drive down returns and associated costs. With effective returns management processes in place for Philips in the USA, Tony assumed responsibility for maximizing asset recovery of all returned consumer goods. By utilizing strategic account alliances, product channelization, web based sales outlets and retail store partnerships, Tony specifically targeted the best avenues for reselling all returned goods.

Prior to this role Tony has held a variety of senior positions in the consumer electronics industry for over 30 years, including the last 21 years at Philips.



**Gailen Vick**, President, Reverse Logistics Association  
 Gailen Vick has over 25 years of experience

in engineering development and marketing of high technology products. His experience as a speaker at several trade conferences and his years of working arm and arm with many of today's Executive Management has made Gailen a resource to those colleagues.



**Kurt Walker**, Director of Special Events, Reverse Logistics Association

Kurt Walker is Director of Special Events for RLA. He is responsible for seminars, summits & workshops. In addition to driving successful seminars and summits for our members and the industry, Kurt directs the RLA Industry Committees, and manages our speaker's bureau. Kurt comes to RLA with nearly 20 years experience in sales, business development, project management and process engineering. He developed customer service processes that included field service and replacement management that allowed for quick error resolution through the supply chain to the satisfaction of both consumers and retail companies.



**Jeroen Weers**, Development Manager RML, Spring Global Mail

Spring Global Mail offers as a joint venture company (TNT, Royal Mail, Singapore Post) cross border mail solutions around the globe. Spring has over 10 years of experience in the Reverse Logistics market with its postal product return solution Reversed Mail Logistics (RML for short). Jeroen Weers works as Development Manager RML in the Strategy & Marketing department for Spring's head office in Amsterdam. His main responsibilities are to develop

the returns & response product portfolio and develop solutions that fit the requirements of the market, this in strong cooperation with Sales. Jeroen Weers has a strong marketing background in B2B logistics.



## HOTEL OKURA AMSTERDAM RECEIVES GREEN KEY

During a festive gathering on 11 June 2009, Hotel Okura Amsterdam received the Green Key for meeting the strict demands this international sustainability label maintains for the hotel/conference category. The Green Key is the most important international sustainability label for companies in the tourism and leisure industry. The Green Key indicates that a company is making environmental efforts that go substantially beyond legal and regulatory requirements.



## Board of Advisors

A Board of Advisors comprised of industry experts has been set up to monitor and assist the Reverse Logistics Association management team in making informed decisions. Advisors include:



**Dan Gilbert –  
Cisco Systems**

Dan Gilbert is VP of Worldwide RL at Cisco Systems, Inc. His charter when joining Cisco in 2005 was to define and create a world-class reverse logistics organization. Dan's global team is responsible for driving excellence in product recovery, receiving, inventory, and recycling operations, and for transforming returned product into value for Cisco shareholders.



**Christopher Gant –  
FedEx**

Chris Gant is Director for FedEx Supply Chain Sales. He is responsible for all business development strategy and execution for both the FedEx Supply Chain Systems and FedEx Emerging Products Sales teams.

A 20-year veteran of transportation, logistics and electronic commerce, Chris has extensive expertise in the development and delivery of complex supply chain solutions for some of the world's largest corporations inclusive of both Forward and Reverse Logistics. He began his career with FedEx Ground (formerly RPS) in 1989 as an operations coordinator before joining the company's sales team in 1991. He quickly rose through the sales leadership ranks, holding the posts of area sales manager, district sales manager and senior national account manager for FedEx Ground.



**Edwin Heslinga –  
Microsoft**

Edwin is currently the Director of Global Services of Microsoft Devices – Zune and Xbox. In his position, Edwin is responsible for development and enforcement of policies surrounding returns, all related costs to the returns and is also involved in the Customer Satisfaction Continuous Improvement Council. Working with Microsoft Call Center and the Microsoft Manufacturing Operations, Edwin is driving the improvement of consumer satisfaction through agent assisted support and on-line support while managing the costs.



**Charles Johnston –  
WAL-MART Stores, Inc.**

Charles Johnston is General Manager at the Bentonville Return Center, WAL-MART Stores, Inc. Chuck has been with WAL-MART for the past 14 years and

his responsibilities include Returns, Imports, Exports, Tires and Printing and Mailing Distribution.



**Hartmut Liebel –  
Jabil Global Services**

Hartmut Liebel was named President, Jabil Global Services (JGS), in October 2004. He joined Jabil as Executive Vice President in July 2002 and was named Chief Operating Officer in October 2003.



**Dr. Dale Rogers –  
Univ. of Nevada, Reno**

Dale Rogers is the Director of the Center for Logistics Management and a Professor of Supply Chain Management at the University of Nevada. Dr. Rogers is a frequent speaker, a consultant to several leading firms, has been published in several logistics journals and has published several books on logistics and reverse logistics. His current research interests are focused on the following: reverse logistics and returns, supply chain technologies, e-business supply chain management, and supply chain management.



**Bernie Schaeffer –  
Motorola**

Bernie Schaeffer is corporate VP of Global Repair for Motorola's Integrated Supply Chain, which encompasses the global operations associated with procurement, new product introduction, manufacturing, customer fulfillment and repair. He is responsible for repair and reverse logistics operations across all Motorola businesses worldwide. His team provides both in- and out-of-warranty repairs, is the fulfillment engine for maintenance agreements and other value-added services, manages asset recovery on equipment returns and is the source of information on product field reliability.



**Doug Schmitt –  
Dell**

Doug Schmitt serves as VP of Dell's Global Field Delivery organization with international responsibility for global break/fix field engineers, same day service delivery, spare parts depots, parts planning, service logistics, repair, reverse logistics and Dell's global command centers. In addition to Doug's role as VP Global Field Delivery he has responsibility for Americas Support

Services. Previously, Doug held executive and senior management positions in service and finance at Dell, Inc.

Doug came to Dell in 1997 from Sequent Computer Systems where he held various senior level finance positions. Before Sequent, Doug worked in the banking sector.



**Tony Sciarrotta – Philips**

In a new role at Philips North America beginning in 1998, Tony focused the consumer organization on activities to drive down returns and associated costs. With effective returns management processes in place for Philips in the USA, Tony assumed responsibility for maximizing asset recovery of all returned consumer goods. By utilizing strategic account alliances, product channelization, web based sales outlets and retail store partnerships, Tony specifically targeted the best avenues for reselling all returned goods.

Prior to this role Tony has held a variety of senior positions in the consumer electronics industry for over 30 years, including the last 21 years at Philips.



**Susan Wackerman –  
Hewlett-Packard  
Company**

Susan Wackerman is currently a Sr. Operations Manager in the Americas Supply Chain for HP's Imaging and Printing Group. In her position, Susan is responsible for the Recycling Operations for HP Americas and the Returns Operations / Remarketing for HP Americas Imaging and Printing Group. This includes supply chain development, reverse logistics, disposition and processing, refurbishment, resale, channel management. For Recycling Operations her product responsibilities cover all HP product categories including inkjet and laser printing, digital imaging, supplies, scanners, shared printing, PCs, notebooks, desktops, servers.

Complete biographies of  
Advisory Board Members are  
available from the RLA site at:

[www.ReverseLogisticsAssociation.org](http://www.ReverseLogisticsAssociation.org)

# Hotel Okura Amsterdam Convention Center Floorplan

