

**Dynamic Lifecycle Innovations**

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FOR IMMEDIATE RELEASE

**DYNAMIC LIFECYCLE INNOVATIONS WELCOMES BOB LAFON AS DIRECTOR OF MOBILITY**

***Lafon Brings Over 30 Years of Industry Expertise in Developing Best-in-Class Mobility Programs***

**ONALASKA, WIS. (November 7, 2018)** – Dynamic Lifecycle Innovations, a full-service electronics and materials lifecycle management corporation providing solutions for electronics recycling, materials recovery, legislative compliance, IT asset disposition (ITAD), product refurbishment, remarketing and resale, and data security, is pleased to announce that Bob Lafon has joined the organization as director of mobility.

In his new role, Lafon will be responsible for the development of Dynamic Lifecycle Innovations' industry-leading mobility program, including the acquisition and resale of used smartphones and tablets/iPads, device repair and refurbishment, sales of certified pre-owned devices, device processing, and white label reverse logistics solutions.

Lafon brings more than 30 years of wireless industry experience, including having worked for one international and two national carriers, building a 111-store premium retailer for a carrier, and building/running award-winning B2B and B2C sales channels for carriers and privately owned companies. In addition to his carrier and dealer experience, Lafon has consulted for more than a dozen companies in various market segments, such as prepaid, OEM, and used device trade-in.

“Even though I never considered working as an employee again,” stated Lafon, “I had never before seen a culture like that of Dynamic Lifecycle Innovations. While I’m eager to bring my 30 years of experience to building a state-of-the-art, comprehensive mobility program for the company, joining the Dynamic family also has tremendous appeal, and I look forward to contributing to its culture in this role.”

Lafon is a frequent speaker, panelist, and moderator at wireless industry events, and occasionally contributes articles for industry publications. He is also the author of the upcoming book, “Why Cold Calling Must Die.” In addition, Lafon serves as chairman of the board for the All Wireless & Prepaid Expo, and is on the board for Junior Achievement of Butler County.

Casey Dingfelder, vice president of ITAD at Dynamic Lifecycle Innovations, said, “The addition of someone with Bob Lafon’s broad-ranging industry experience, outstanding reputation, and diverse skill set is a huge win for Dynamic and our team members. He also shares our core values, which makes him a perfect fit for our culture, this role, and our company.”

For more information on customized electronics and materials lifecycle management strategies from Dynamic Lifecycle Innovations, visit the company's Web site at [www.thinkdynamic.com](http://www.thinkdynamic.com). To explore career opportunities at any of the company's three locations and find out how to join the Dynamic Lifecycle Innovations team, please visit [www.thinkdynamic.com/careers](http://www.thinkdynamic.com/careers).

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### **About Dynamic Lifecycle Innovations**

Dynamic Lifecycle Innovations is a full-service electronics and materials lifecycle management corporation providing solutions for IT asset disposition, electronics recycling, legislative compliance, product refurbishment, remarketing and resale, metals recovery, and data security with locations in Onalaska, Wis.; Nashville, Tenn.; and Minneapolis, Minn. The company creates customized service packages designed to safeguard its customers' sensitive data and protect the environment from e-waste and other pollutants. Since its inception in 2007, Dynamic has become an industry leader by constantly refining its services and processes with new insights in materials lifecycle management.

Dynamic Lifecycle Innovations strives to foster authentic, meaningful relationships with clients, maximize their value recovery, ensure their assets and data are properly disposed of, and deliver the security they need to know the job is done right. Dynamic's goal is to create an exceptional experience with every customer interaction and deliver top-quality services with passion, integrity, transparency, and environmental responsibility. For more information about Dynamic Lifecycle Innovations, visit the company's Web site at [www.thinkdynamic.com](http://www.thinkdynamic.com).