



BOB AKERS JOINS TERRA

NASHVILLE, TN (Oct. 20, 2020) – Industry veteran Bob Akers has joined TERRA to serve as its Chief Industry Advisor.

“Bob’s enthusiasm for promoting the importance and value of Certified electronics reuse and recycling is well-known throughout the industry,” said Steven Napoli, President & CEO of TERRA. “He’s the ideal person for this role, and it’s impossible to estimate the positive impact his involvement will have on the long-term fortunes of our members and the entire industry.”

Before joining TERRA, Akers served for nearly four years as the e-Stewards Enterprise Director. There, he worked with corporations, organizations, and the government to create opportunities for certified recyclers. Prior to joining e-Stewards, Akers worked in the electronics recycling industry for 16 years, including as the executive director of the not-for-profit Surplus Exchange in Kansas City, Mo., where he worked with the city to develop their "ConnectHomeKC" program, which provided refurbished computers and internet access to underserved residents in public housing.

“What is appealing about joining TERRA is the organization’s focus on marketing and creating opportunities for their Certified Recycler members,” said Akers. “I know first-hand that this industry is tough, and the organizations that commit to being Certified deserve support.”

Akers’ role will be multifaceted and impact all of TERRA’s initiatives to promote the fact that Certification Matters. As a highly-respected industry leader, Akers will be an integral part of helping TERRA achieve its goals.

“Margins can be thin, and the cost of doing business is high,” added Akers. “Certified recyclers deserve and should expect a return for every dime they spend.”

Akers begins immediately and he will join TERRA at their virtual trade show booth at the 2020 E-Scrap Conference on October 28-29.

“TERRA is not just talk or a box that needs to be checked, it is an ethical action plan and I find that refreshing,” Akers continued. “TERRA allows me to advocate for the recycler as well as for interested enterprises.”

Bob is married with two grown children, holds a degree from the University of Kansas. He has been a licensed pilot for over 45 years accumulating over 14,000 hours of flight time in multiple types of aircraft and holds an aerobatic waiver. He has a passion for music and continues to write and record in his home studio.

About TERRA

TERRA represents the largest network of certified recyclers in North America and allows only e-Stewards and/or R2 certified e-waste recyclers and ITAD service providers in good standing to join the alliance. Additionally, TERRA counts major league sports team, leading industry solutions providers and county/municipal governments among its members.