

Apto Solutions Adds Fred Reynaud as Chief Revenue Officer

Longtime EMC and Dell leader brings world-class expertise, strengthening the ITAD innovator's business development efforts

Continuing to grow its leadership team, IT Asset Disposition (ITAD) innovator [Apto Solutions](#) announces the addition of Fred Reynaud as Chief Revenue Officer (CRO). Responsible for all revenue generation processes at Apto, Reynaud will run the direct and indirect account management and business development teams, driving alignment between sales, operations, marketing and finance.

Over the past 30 years, Fred has excelled at building and developing high-performing sales and service organizations as well as channel and strategy teams for large original equipment manufacturers (OEMs) and independent software vendors (ISVs). At EMC, and eventually Dell Technologies, he was a versatile leader driving teams across several key business units, including federal, enterprise, strategy, consulting and channels. He now joins Apto to champion their vision for circularity and other considerable capabilities, fueling the company's ambition for even greater growth.

"Since I first met with Apto, I've been impressed with the leadership team and their overall vision for ITAD sustainability," says Reynaud. "They've been at the forefront of helping customers minimize their emissions and e-waste by monetizing their aging assets – doing it better than anyone else because of their people, processes and intellectual property. As CRO I'll bring experience, focus and perseverance in driving IT hardware solutions for a large OEM. Having run national and regional sales, sales strategy, channels, and services organizations, is a huge advantage and will be something I lean on as we execute our strategy for growth."

Established in 2001, Apto Solutions is known for its [leadership in sustainable ITAD](#) and its [Pulse platform](#) – a tool that allows clients to track their assets and see in real-time the amount of greenhouse gas emissions saved from reuse and recycling activities with Apto. These savings can then be easily factored into a company's broader ESG efforts. As a result, Apto has emerged as an award-winning ITAD solutions leader, trusted by financial and technology companies, as well as OEMs for data destruction, value recovery and sustainable asset disposition that avoids landfills.

In Reynaud, Apto has found not only an industry veteran with invaluable business ties but a believer in their sustainable mission. "Fred has spent his entire career selling IT Services to Fortune Global 500 companies, navigating the needs of these businesses at the highest possible level," explains Apto CEO Jeffrey Jones. "It's crucial that we bring those capabilities

and knowledge to the ITAD industry. With research indicating that the ITAD market is currently valued at over \$20B, we think Fred is a perfect fit for helping us use his sales and account management techniques to help us take advantage of this tremendous opportunity. With his skills, we'll have an enormous impact and encourage a new era of circularity in the ITAD industry."

About Apto Solutions

Apto Solutions is an industry leader and innovator in IT Asset Disposition (ITAD) services with established authority in minimizing environmental, data, and financial risks by consistently maintaining the highest ITAD standards and certifications attainable. Since 2001, our passion for reducing clients' environmental footprint has driven our spirit of innovation, allowing our partners to discover and embrace the circular economy. Over the years, we've demonstrated a strong track record of performance for technology manufacturers, global Fortune 500, financial institutions, and data center providers. Apto is certified by e-Stewards and NAID AAA. Visit aptosolutions.com for more.