

May 05, 2022

## **TOMRA Recycling appoints Parker Bynum as new sales manager, USA West**

*Nick Doyle moves from western sales manager position to new key accounts manager, North America*

Sensor-based sorting specialist, TOMRA Recycling, announces the appointment of Parker Bynum as the new sales manager, USA West, covering the waste and recycling industry. In this role, Bynum will consult directly with TOMRA partners and customers to implement the right advanced sorting technology solutions designed to improve recycling recovery rates, increase product purity and throughput, and boost profitability. He takes over for Nick Doyle, who has been promoted to the newly created position of key accounts manager, North America.

“I’ve personally known and worked with Parker for several years and have experienced first-hand his unrelenting passion for recycling and advancing the circular economy as well as his strong work ethic,” says Ty Rhoad, regional director Americas for TOMRA Recycling. “Over the years, Parker has built a vast network of industry connections who respect his dedication to doing whatever it takes to ensure their success.”

Bynum brings to TOMRA Recycling more than a decade of industry and related sales experience. He served as business development manager with industry giant Waste Management’s hauling sector in the southern region, establishing the company’s recycling services. He also worked for Rehrig Pacific Company for four years, where he was an outside environmental sales representative to municipal and private hauling companies over a six-state region.

“TOMRA is a global organization with thousands of installations worldwide. This gives me the opportunity to take the best recycling practices from various markets and apply them to the western region territory. As the recycling industry continues to grow, so too does the need for further sorting automation with TOMRA technologies, and I am eager to customize these best practices for my customers’ specific sorting needs,” offers Bynum. “I look forward to building on Nick’s (Doyle) success, and I see potential for emerging markets like wood and textile recycling.”

### **Doyle moves to key accounts**

Bynum takes over territory responsibilities from Nick Doyle, who has been promoted to key accounts manager, North America, for TOMRA Recycling. This newly created position expands the company’s level of support, tasking Doyle to work more closely with larger recycling operations and provide

customized solutions designed to fit the unique needs of customers with multiple systems working at various locations throughout North America. He will also lead the charge in developing the emerging wood and textile markets as well as other rising niche segments.

“Nick has done a tremendous job developing the western region for TOMRA Recycling and has established great relationships with both smaller and larger recycling operations,” further comments Rhoad. “His previous experience with a plant builder plus these last four years with TOMRA affords him a deeper understanding of optical sorting technologies as well as entire recycling processes. These unique qualifications will allow TOMRA Recycling to better assist our key account customers’ sorting needs and lead the charge on emerging markets.”

To more efficiently support their customers, Bynum and Doyle will work from their field offices. Along with his wife, Bynum will operate out of Portland, Ore. and can be reached at 916-908-9085 or [Parker.Bynum@Tomra.com](mailto:Parker.Bynum@Tomra.com).

Doyle will continue to work from his Los Angeles-based office, along with his family, and can be reached at 916-215-9215 or [Nick.Doyle@Tomra.com](mailto:Nick.Doyle@Tomra.com).

### **TOMRA Recycling at Waste Expo**

Doyle and Bynum, along with key members from TOMRA Recycling’s sales and service support team, will be available to speak with Waste Expo attendees in Las Vegas at TOMRA booth #3527 from May 10-12, 2022. The exhibit will include a TOMRA AUTOSORT® demonstration unit, and team members will have the latest details on the multiple integrated and add-on technologies available for AUTOSORT to increase sorting efficiency and flexibility. This includes combining AUTOSORT technology with its recently introduced deep learning-based sorting add-on, GAIN, pioneering an efficient solution to distinguish between and sort different types of wood-based materials.

TOMRA Recycling invites all Waste Expo attendees to bring their sorting challenges to team members during the show.

### **About TOMRA Recycling**

TOMRA Recycling designs and manufactures sensor-based sorting technologies for the global recycling and waste management industry. Over 8,200 systems have been installed in more than 100 countries worldwide.

Responsible for developing the world’s first high capacity Near Infrared (NIR) sensor for waste sorting applications, TOMRA Sorting Recycling remains an industry pioneer with a dedication to extracting high purity fractions from waste streams that maximize both yield and profits.

TOMRA Recycling is part of TOMRA Sorting which also develops sensor-based systems for sorting, peeling and process analytics for the food, mining, and other industries. TOMRA Sorting is owned by Norwegian company TOMRA Systems ASA, which is listed on the Oslo Stock Exchange. Founded in 1972, TOMRA Systems ASA has a turnover of around €876m and employs ~4,600 globally.

For more information on TOMRA Recycling visit [www.tomra.com/recycling](http://www.tomra.com/recycling) or follow us on [LinkedIn](#), [Twitter](#) or [Facebook](#).

**Media Contact on behalf of**

**TOMRA Recycling:**

Rick Zettler, Z-Comm LLC.

Cedar Rapids, Iowa

T: 319-551-9361

E: [zcomm@mchsi.com](mailto:zcomm@mchsi.com)

**Media Contact – TOMRA Recycling:**

Michele Wiemer, Communications Coordinator

Otto-Hahn-Str. 6; 56281

Mulheim-Karlich, Germany

T: +49 2630 9150 453

E: [Michele.Wiemer@tomra.com](mailto:Michele.Wiemer@tomra.com)

W: [www.tomra.com/recycling](http://www.tomra.com/recycling)