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TOMRA names Michelle Landon Regional Service Director Americas

Global leading supplier of sensor-based sorting solutions, TOMRA Recycling Sorting, announces Michelle Landon as the Regional Service Director for the Americas. In this newly created role for the Americas region, Landon will direct the teams responsible for initial installation, optimization and commissioning of TOMRA's leading sensor-based sorting equipment and technology throughout North and South America. She will also oversee the maintenance, spare parts, training, and on-going optimization programs as well as expand and enhance technology training.

"The Americas region is experiencing tremendous growth in the demand for our optical sorter and artificial intelligence (AI) based solution, GAIN™. We are also expanding our support, training and parts fulfillment programs, and this position will be critical in leading these efforts," says Ty Rhoad, regional director Americas for TOMRA Recycling Sorting. "Michelle's vast experience in the service space for equipment, technology and security applications make her the right choice for this position."

Landon brings to TOMRA 20 years of experience with implementing and leading customer experience programs, driving service efforts for companies in the healthcare, intermodal, technology and construction industries. She led service and field support programs as a healthcare consultant, and she directed the technical support and field service teams that provided automated gate hardware and software solutions for retail, port and railyard facilities. She also devised digitalization initiatives with focus on implementing automation and accelerating customer service, online portals and upskilling employees to be remote ready.

The prospect of contributing to a healthier and more sustainable environment drew Landon to TOMRA to bring end-to-end service and optimization solutions to customers. "My desire is to contribute to something larger than myself, and that is why my time in the healthcare industry was so important to me," she says. "Our aim is to advance the customer journey with TOMRA technology solutions as a trusted advisor through continual process optimization to drive plant performance by bringing value to waste."

Landon is also being tasked with growing the field service team for the Americas, not only in number but with knowledge base expansion through training. "We are leveraging the strength of the global TOMRA service team to increase the depth of knowledge for our Americas field service team, and, in turn, our customers," Landon adds.

Landon is based at the Charlotte, N.C., North American headquarters for TOMRA Recycling Sorting. She can be reached at michelle.landon@tomra.com.

TOMRA Recycling Sorting

[TOMRA Recycling](#) Sorting designs and manufactures sensor-based sorting technologies for the global recycling and waste management industry to transform resource recovery and create value in waste. The company was the first to develop advanced waste and metals sorting applications using high capacity near infrared (NIR) technology to extract the most value from resources and keep materials in a loop of use and reuse. To date, more than 9,000 systems have been installed in 100 countries worldwide.

TOMRA Recycling is a division of TOMRA Group. TOMRA was founded on an innovation in 1972 that began with the design, manufacturing and sale of reverse vending machines (RVMs) for automated collection of used beverage containers. Today, TOMRA is leading the resource revolution to transform how the planet's resources are obtained, used and reused to enable a world without waste. The company's other business divisions are TOMRA Food and TOMRA Collection.

TOMRA has approximately 105,000 installations in over 100 markets worldwide and had total revenues of about 12 billion NOK in 2022. The Group employs 5,000 globally and is publicly listed on the Oslo Stock Exchange. The company headquarters are in Asker, Norway.

For further information about TOMRA, visit www.tomra.com and follow TOMRA Recycling Sorting on [Facebook](#), [X](#), [LinkedIn](#) and on [Instagram](#).

**Media Contact on behalf of
TOMRA Recycling Sorting:**

Rick Zettler, Z-Comm LLC.
Cedar Rapids, Iowa
T: 319-551-9361
E: Rick@Z-CommPR.com

Media Contact – TOMRA Recycling Sorting:

Michele Wiemer, Communications Coordinator
Otto-Hahn-Str. 6; 56281
Mulheim-Karlich, Germany
T: +49 2630 9150 453
E: Michele.Wiemer@tomra.com
W: www.tomra.com/recycling