

17th Annual RLA Conference and Expo Las Vegas

February 4-6, 2020

Mirage Hotel



Entercoms is a Silver Member of the Reverse Logistics Association and was a proud sponsor of the 17th Annual RLA Conference and Expo Las Vegas 2020. The event was held on February 5th and 6th and was full of content-driven keynote speakers, exceptional panel discussions, and several opportunities for networking and solution discovery.

Digital Transformation in Reverse Logistics

Entercoms' Lance Johnson (<https://www.entercoms.com/leadership>) participated in the panel discussion titled, "Digital Transformation in Reverse Logistics." The panel was led by Jennifer Foxworthy, the Director of Business Development for RLA. The panelists included:

- Jason MacIver – Sr. Director, Service Supply Chain – Dell, Inc.
- Lance Johnson- Chief Planning Officer- Entercoms, Inc.
- Rene del Rio- AMS Returns Planning & Strategy- HP, Inc.
- John McDermott- SVP Strategic Accounts- Ivy Technology



The panel discussed the concept of digital transformation and what it means for their companies. They discussed the limiting factors and strategies for implementing digital roadmaps and took questions from an audience of approximately 120 meeting attendees.

Additionally, Entercoms had a booth at the event where we were able to showcase our solutions in a demo environment and talk with conference attendees about their specific reverse logistics challenges.



Entercoms helps its customers accelerate the transformation of their service supply chains through deep domain expertise and technology. Entercoms achieves this through a BPaaS engagement model that focuses on business outcomes at speed. Within 90 days of their engagement, Entercoms' clients see benefits in areas such as on-time delivery performance, asset uptime, spares inventory, forecast accuracy, field service technician utilization, remote diagnostics accuracy, and service revenue. www.entercoms.com



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