



The Rise of Circular Logistics

DHL Technology Summit 2024

Rich Bulger

October 16 , 2024
Austin TX

The Legend of the Five Monkeys



Yesterday's Best Practices Can Become Today's Barriers



Meet Rich!



Rich Bulger
Experienced CEO & Author of
Going Circular

Rich Bulger, Infopreneur, led a pioneering sustainability company focused on eco-friendly product transfer strategies. His journey began in the U.S. Army, instilling in him a disciplined leadership style. At Verizon, his seventeen-year tenure saw him ascend through various roles, including directorial positions covering operations, marketing, and reverse logistics.

Rich's impact at Verizon was profound, notably spearheading the company's inaugural store trade-in program in 2009, generating \$1.6 billion annually from used handset sales. His expertise was further refined at Cisco, managing global reverse logistics operations, consistently earning the prestigious Gartner Top Supply Chain award.

Beyond corporate achievements, Rich actively contributed to the Reverse Logistics Association as an advisory board member and earned a master's degree in Reverse Logistics Management.

Rich's career epitomizes a commitment to sustainability and logistics excellence. At RecirQ, he grew revenue from \$27M to \$116M in 5 years. Outside of work, Rich cherishes family life with his wife, Naomi, and their two children, Riley and Bryce, whom he proudly acknowledges as smarter and better looking.

Academic and Professional Affiliations



101st Airborn Soldier



Sales, Marketing, Reverse Logistics



Global Reverse Logistics Director



Chief Executive Officer



REVERSE
LOGISTICS
ASSOCIATION™

Advisory Board Member



Masters of Arts, Reverse Logistics
Management



What is the Circular Economy?



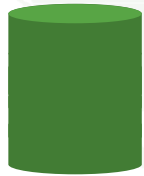
100's of Definitions Exist



The Size and Role of Reverse Logistics



Online Return Rates are **17.3%** compared to **8.8%** for In Store purchases



\$5.13 Trillion

U.S Retail Economy is \$5.13 Trillion



\$743 Billion

Unwanted Returns Cost Retailers \$743 Billion



\$700B +

The overall size of the secondary market in the U.S. is trending north of \$700B and rising!

Source: National Retail Federation, 2024

Source: Transportation Journal vol 61 no 1



The cumulative impact of the opportunity that can impact retail business is nearing **\$1.5 Trillion** and require a high level of understanding of Reverse Logistics



29% Optimization Opportunity by Understanding Reverse Logistics



Rapid Growth of Reverse Logistics



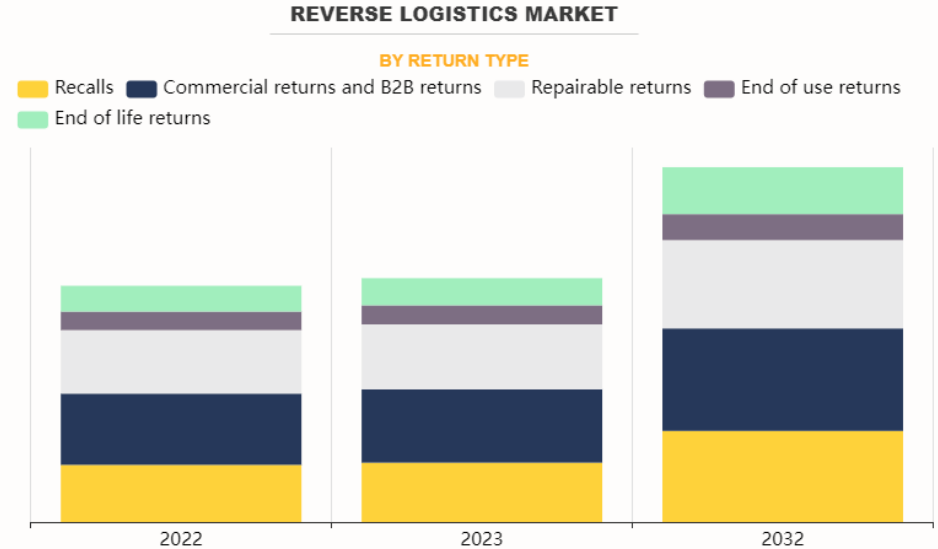
The **Reverse Logistics Market** was valued at \$630.9 billion in 2022, and is estimated to reach \$947.7 billion by 2032, growing at a CAGR of 4.3% from 2023 to 2032.

Source: Allied Market Research, 2024

Top Markets for Growth by Rank

- ✓ Asia Pacific
- ✓ North America
- ✓ Europe
- ✓ Latin America
- ✓ Middle East

Source: Allied Market Research, 2024



By Return Type, the Commercial returns and B2B returns segment is expected to dominate the reverse logistics market throughout the analysis period.

Report Code : A04829 | Source : <https://www.alliedmarketresearch.com/reverse-logistics-market>

Ranking Industry Applications for Reverse Logistics



E-Commerce



Pharmaceutical



Automotive



Retail



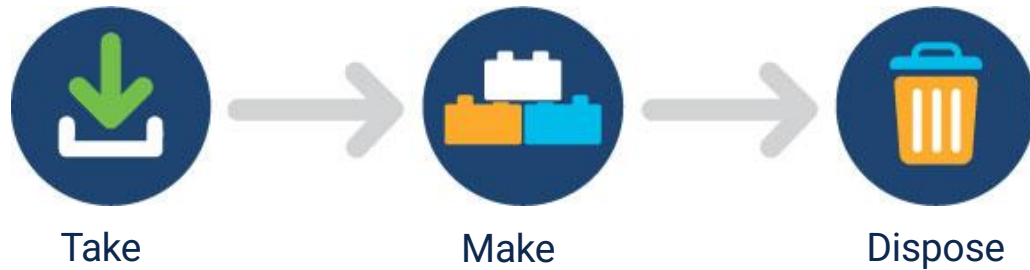
Consumer Goods

Source: Allied Market Research, 2024



Transition to a Circular Economy

Linear Economy



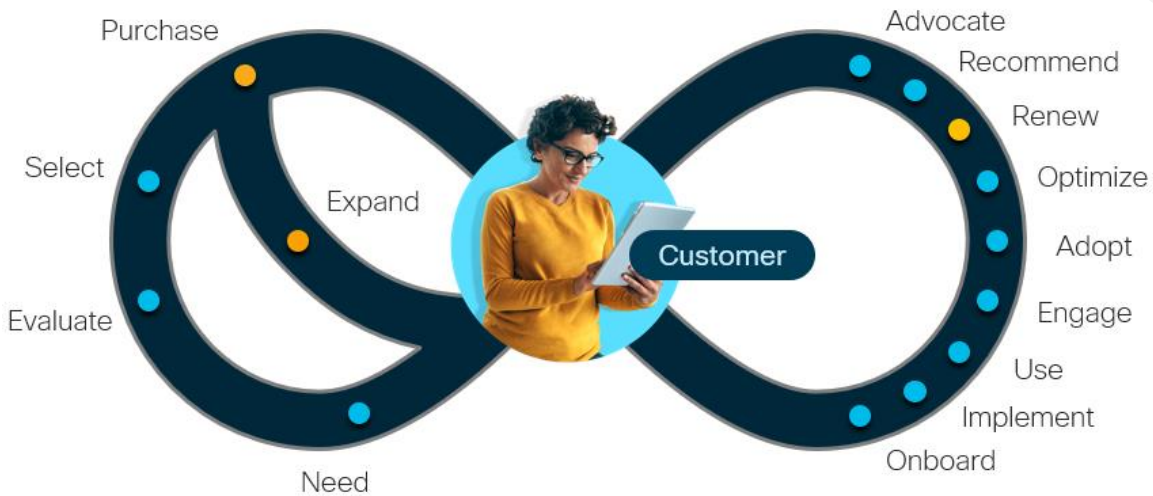
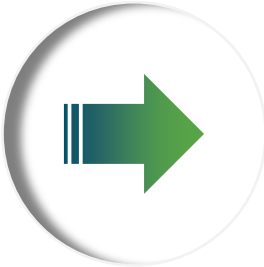
Energy from finite sources.
Literal cities of trash.
Millions of metric tons of e-waste.



Circular Economy

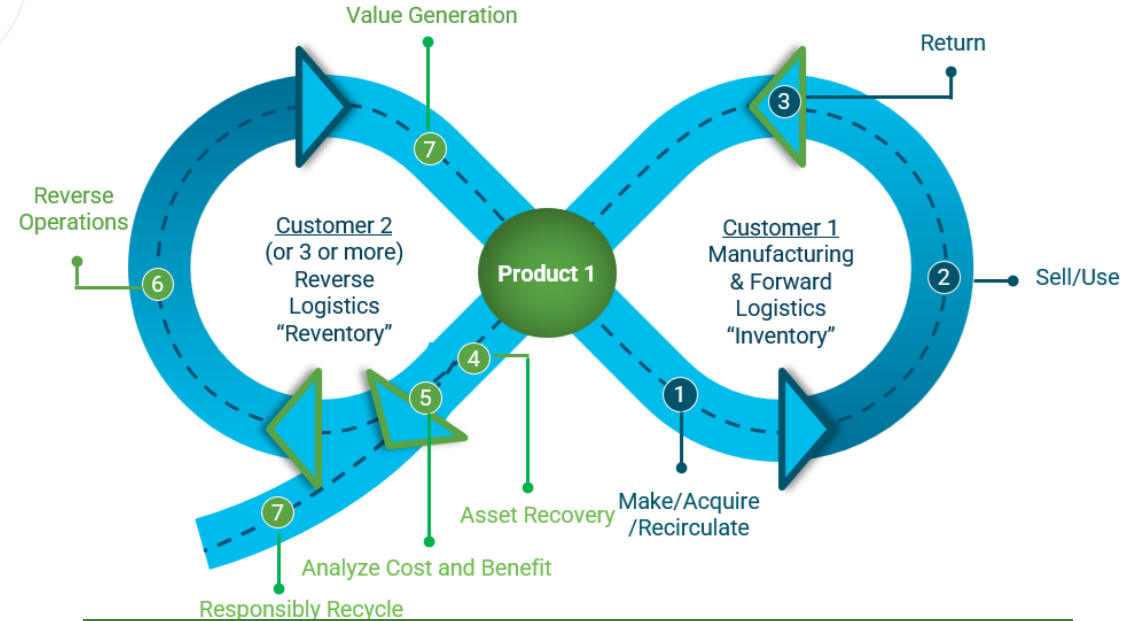
Customer and Product Racetrack

Sales Model



Focus is on getting Customer 1 from Product 1 to Product 2

Circular Economy Model



Focus is Getting Product from Customer 1 to Customer 2

Both Need to Be Managed in a Circular Economy



“ReUse” Case Study 1



- ✓ iPhone 7 Launched 1 months later
- ✓ 0% of these customers were going to buy a 7
- ✓ 100% of these customers got an iTunes account
- ✓ Catalog values for the 4s increased as demand rose
- ✓ Catalog values/ trade in rate rose
- ✓ Trade rate & value drove incremental sales
- ✓ iPhone X is the “Latest” now



iPhone 4s Launch Aruba August 2016



“ReUse” Case Study 1 Realization

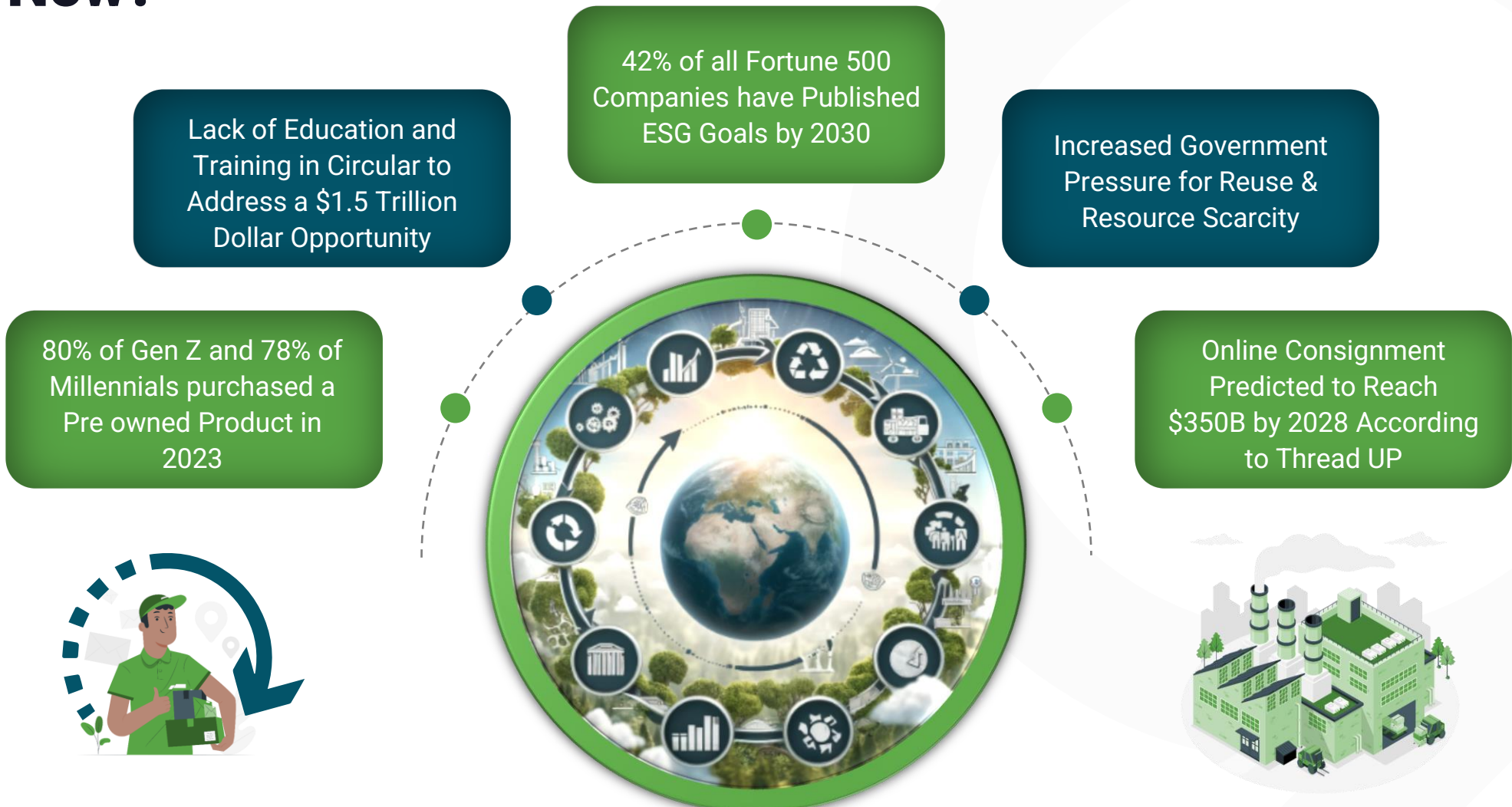


“One such initiative is making it **simple to trade** in a phone in our stores, finance the purchase over time, and get help transferring data from the current to the new phone. This is not **only great for the environment**, it is great for the customer, as **their existing phone acts as a subsidy for their new phone**, and it is great for developers, as it can help grow our installed base.”

Tim Cook Letter to Investors Jan 02, 2019



Why Now?



This Model Is Smart Business AND Right for the Environment





**Let's Make a
Difference
Together!**