

“I didn’t know how much fun I was going to have.”

C. Brooks Hoffman is a Principal, Secure ITAD for [Iron Mountain](#) and has worked in the IT Asset Disposition (ITAD) industry for 18 years.

“I enjoy the variety of people I work with and the diverse projects I get to be involved in.”

What did you do, what career path were you on, before moving into ITAD?

I spent a number of years in the commercial banking industry and worked as a Chief Financial Officer (CFO) for an interactive marketing agency.

How did you get started in ITAD? What brought you into ITAD?

A good friend of mine and former business partner invited me to help him cofound an ITAD company.

What was your first role? What were your duties/responsibilities?

I served as CFO, but I was also responsible for HR, Legal, Risk Management and Administration.

Why do you think ITAD is a great career option?

ITAD is a growing industry that promotes sustainability and data privacy – two essential elements of ESG (environment, social and corporate governance).

What do you like the most about working in ITAD?

I enjoy the variety of people I work with and the diverse projects I get to be involved in.

How has ITAD helped you from a rewarding career perspective?

I have made many lasting connections with people all over the world and helped to significantly grow several different organisations.

How has your ITAD experience/knowledge helped you to grow and advance in your career?

I’ve been able to fulfill a number of different roles across a range of functional areas, including Finance, HR, Marketing and Operations. By becoming more well-rounded professionally, I have advanced my career and expanded my responsibilities.

What skills do you think are necessary to work in ITAD?

Interpersonal effectiveness, solid communication skills, attention to detail and a customer-focused attitude are key skills for success.

Can you provide us with an example of how you, working in ITAD, have helped your employer to achieve an objective?

During the past five years, I’ve expanded the global footprint of Iron Mountain’s Secure ITAD service from three to 32 countries across five continents.

What would you tell someone considering a role or career in ITAD?

Go for it! This is a growing, socially-beneficial field with diverse opportunities to make a difference.

