



Sparta Update – Human Capital

Sparta Capital values its human capital. Having the right people in place, with the best set of skills and knowledge to carry us through to our ultimate goal of a more sustainable world is vital. From time-to-time we will be introducing you to some of our human capital. We begin with a short profile on Bob Noori.



Bob Noori - Executive Director, Business Dev. ReECO Tech Electronic Conversions

Bob Noori is the Executive Director of Business Development at Sparta's ReECO Tech™ Electronic Conversions. Never in his wildest dreams did the Iran native picture himself as an integral part of navigating business in the all-important industry of e-waste. The reality is, today he is a key member of the ReECO Tech™ team, bringing long-term value to ReECO Tech™ Electronic Conversions and forging strong relationships with major customers.

Bob Noori's career actually started out in photography. He left Iran for a life in Europe but ended up landing in Canada in 1994. That's when his whole world changed. He realized in order to pay the bills he would have to switch careers. Noori didn't always know that he wanted to work in e-waste. He got a part-time job building computers for the company. It was easy for management to see how talented and dedicated he was. Building computers didn't last long. He worked his way up within the company and took on some marketing responsibilities. From there, he moved to sales and development then on to his current role as the Executive Director of Business Development.

"I love everything about my job," said Noori. "The most important part of my job is getting to know different people every day. I like meeting people from different backgrounds and different countries."



Bob - Road Ready for His Community

When Noori isn't working to help save the environment, he's looking for different ways to help the community. One of his favourite pastimes is riding his bicycle so he helps others through charity rides. He's participated in countless fundraising events, including the Manulife Ride for Heart, as well as Princess Margaret's Ride to Conquer Cancer. His colleagues admire his devotion to his community and his determination to get the job done. When it comes to ReECO Tech™ they say he is "essential" to keeping the business running smoothly.

What's Happening?

At Sparta's ReECO Tech™ Electronic Conversions there really is no such thing as a slow time. The e-waste facility in Toronto is a constant buzz of activity. As an example, in the month of June over 250,000 pounds of material was processed at the plant. While most people think of e-waste as their computer and cell phones, the company's e-waste facility handles a wide array of materials. In fact, it just so happens that out of that 250,000 + pounds processed in June, 26 percent was household appliances. According to statistics Canada, e-waste diversion is catching on more and more among individuals and business owners.