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Events & Conferences: May 8-11, 2017  
Exhibits: May 9-11, 2017  
Ernest N. Morial Convention Center (New Orleans, LA)

## WasteExpo Speaker Q&A with Michael Allegretti

Enjoy this sneak peek into one of  
WasteExpo's hot-topic sessions

Waste360 recently caught up with Michael Allegretti, head of public policy for Rubicon Global. Rubicon Global is a leader in cloud-based waste solutions, and Michael will be speaking at [WasteExpo](#) on "The Digitalization of Waste & Recycling."

Enjoy this sneak peek into what promises to be a great discussion!

**Q:** Municipalities across the U.S. are beginning to embrace the "smart cities" movement; how does Rubicon fit into this?

**A:** At Rubicon, we think of waste technology in three categories...hauling technology includes what we call 'tech in trucks' and big data platforms that enable dispatchers and operations professionals to optimize their assets; customer-facing technology provides visibility and customer service like never before; and sustainability technology provides verified diversion metrics, carbon tracking, and reporting—all as a foundation for sustainable change.

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**Q:** **How is the digitalization of waste and recycling making the industry smarter?**

**A:** By collecting and analyzing data—from truck routes, to tonnage, to details about service sites—we are finally able to get a handle on what waste looks like in America, and from there, we are finally able to start solving the environmental and economic issues associated with it. Digitalization is enabling the waste industry to shift business model incentives away from landfills and toward more sustainable solutions.

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**Q:** **What is one of the main takeaways WasteExpo attendees can expect to hear about in your session?**

**A:** Solid waste vehicles are roaming data centers and they represent the next great opportunity to help build 21st Century cities. If we can harness their data, analyze it, and identify solutions from it, we just might solve the waste issue, and many other issues, that have plagued our planet and our communities.

See the full [WasteExpo agenda](#) and [register here](#).

You'll walk away with the latest insights on digitalization and much more! **Hurry, the early-bird pricing ends on March 23rd.**

See you in New Orleans.

**Register Today!**

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