

## Speaker Bios

(in order of appearance)



**Judith Hayton**  
**Transport for London**  
**London, United Kingdom**

Judith Hayton is a Strategy and Policy Manager in Transport for London's City Planning Directorate. Her key areas of work cover the development of policy to deliver the objectives of the Mayor's Transport Strategy in London, particularly in relation to targets for sustainable, efficient and active mode share and reducing harmful air pollution and CO2 emissions from road transport. Judith has extensive experience with the development and delivery of environmental and demand management schemes in London, including the Congestion Charge, Low Emission Zone and Ultra Low Emission Zone. She also has developed measures to enable a shift to electric vehicles and provision of rapid charge points in London. Judith has worked at TfL for over ten years and has previously worked in central government in the UK and in Australia.



**Gunnar Söderholm**  
**City of Stockholm**  
**Stockholm, Sweden**

A lawyer by training, Gunnar Söderholm has headed the City of Stockholm's Environment and Health Administration since late 2006. Between 2002 and 2006, Gunnar was the deputy CEO where he was responsible for the City's congestion charging project as well as housing and information/communication technologies development. During the 1990s, he worked as a political assistant to the deputy mayor for real estate, headed the City's public trusty committee and was managing director for the Stockholm Housing agency. Prior to joining the City of Stockholm, Gunnar provided legal counsel to the Swedish Metalworkers Union and worked in a local court.

**Edward Reiskin****San Francisco Municipal Transportation Agency  
San Francisco, California, USA**

Edward Reiskin was named the Director of Transportation of the San Francisco Municipal Transportation Agency (SFMTA) in July 2011. With responsibility for 5,000 staff, a \$1 billion annual operating budget and a \$3 billion capital budget, he oversees the Municipal Railway (Muni), parking, traffic engineering, bicycle and pedestrian safety, accessibility, and taxi regulation. Before joining the SFMTA, Ed was Director of the Department of Public Works for the City and County of San Francisco (CCSF). He also was the first Director of the 311 Customer Service Center. Prior to joining the CCSF, he served as the Interim City Administrator and as Deputy Mayor for the Government of the District of Columbia and at the City of Oakland as an assistant to the City Manager. Ed sits on numerous citywide bodies, such as the Capital Planning Committee, the Disaster Council, and the Committee on Information Technology. He is a member of the Board of Directors of the Transbay Joint Powers Authority, and is past President of the National Association of City Transportation Officials. Ed holds a Master of Public Administration degree from Harvard University's Kennedy School of Government, a Master of Business Administration degree from New York University's Stern School of Business, and a Bachelor of Science degree from the Massachusetts Institute of Technology.

**Jan Hellåker****Drive Sweden  
Göteborg, Sweden**

Jan Hellåker is the Program Director of Drive Sweden, a national strategic innovation program launched by the Swedish government to design the next generation mobility based on connected, self-driving and shared vehicles. Prior to joining Lindholmen Science Park which is the host organization for Drive Sweden, Jan spent more than 25 years in advanced vehicle research with the Volvo Group. He was also the founder and first CEO of WirelessCar, a leading telematics service provider. Jan started his career with Ericsson, and earned his M.Sc. in Electrical Engineering from Chalmers University of Technology.



**Michael Steinberg**  
**Centre for Connected and Automated Vehicles**  
**London, UK**

Michael Steinberg is Head of Strategy, Programme and Communications in the UK Government's Centre for Connected and Autonomous Vehicles (CCAV). He leads on the UK's international strategy to showcase UK capability as well as coordinating and managing the national strategy for connected and autonomous vehicles. Prior to joining CCAV, Michael was a Strategic Delivery Advisor for the Cabinet Office's major projects and infrastructure unit where he advised senior responsible owners in successful delivery of their programmes. He has a dual Master's degree from Lancaster University and Ritsumeikan University in International Relations.



**William Riggs**  
**University of San Francisco**  
**San Francisco, California, USA**

William (Billy) Riggs, Ph.D., AICP, LEED AP is a global expert and thought leader in the areas of future mobility and smart transportation, economics, housing and urban development. He is a professor at the University of San Francisco School of Management, and a consultant and advisor to multiple companies and start-ups on technology, smart mobility and urban development. This follows two decades of experience working as a planner, economist, and engineer. Dr. Riggs has over 100 publications, featured in multiple global media outlets such as the Economist, Wall Street Journal, Washington Post and Atlantic, and is the author of the book *Disruptive Transport: Driverless Cars, Transport Innovation and the Sustainable City of Tomorrow*. He has been both a fellow with the National Science Foundation and the University of California Transportation Center and founded ReStreet, an online tool for democratizing street design. Dr. Riggs sits on the City of Palo Alto's Planning and Transportation Commission and is a member of the Transportation Research Board (TRB) Committee on Transportation Economics and the Standing Committee on Policy and Law.



**Antoine Belaieff**  
**Metrolinx**  
**Toronto, Ontario, Canada**

Antoine Belaieff is the Director of Regional Planning at Metrolinx. He oversees long-range regional transportation planning, the corporate sustainability program as well as an enterprise-wide task force on increasing ridership. Originally from Geneva, Switzerland, Antoine is a Professional Planner who holds a Bachelor's Degree in Management from McGill University in Montreal, a Master's Degree in Planning from the University of Toronto, and a Master's Degree in Strategic Leadership towards Sustainability from the Blekinge Institute of Technology in Sweden.



**Kevin McLaughlin**  
**Free2Move**  
**Toronto, Ontario, Canada**

Kevin McLaughlin is a Canadian entrepreneur passionate about turning great ideas into products and services that improve people's lives through better mobility and healthier cities. He is the founder of AutoShare, Toronto's original carsharing service (1998), now part of Enterprise CarShare, a co-founder of Vancouver's Modo - the Car Co-op (1997) and a co-founder of Evergreen (1991), a registered charity connecting people with nature. Kevin is an active advisor to mobility start-ups, and is now VP Strategic Partnerships for Free2Move, a European mobility platform that is part of Groupe PSA (maker of Peugeot Citroen cars). He holds a B.Comm from Queen's University.



**Anna Robak**  
**WSP Canada Group**  
**Fredericton, New Brunswick, Canada**

Anna is Research Manager, Innovation and Future Ready at WSP Canada, where she leads engineers, planners and designers in research into trends in technology, climate, resources, and society. Her own research focuses on people's behaviours in the built environment, and how their (dis)satisfaction with infrastructure services adds to the economic cost of a service. With a background in infrastructure asset management, Anna has advised transportation agencies in New Zealand, the US, Canada, the UK, Malaysia and the UAE on developing and communicating their infrastructure investment strategies. Prior to joining WSP, Anna was Director of Whole of Life Asset Management at Opus – a role designed to enable staff to use Whole of Life thinking in their work. She currently leads a Smart Cities Dashboard subcommittee for a finalist in Infrastructure Canada's Smart Cities Challenge: the City of Fredericton and St Mary's First Nation. Anna earned her BScE in Civil Engineering from the University of New Brunswick, her MScE in Infrastructure Engineering from the Asian Institute of Technology, and her PhD in economics from the University of South Australia.



**Sue Zielinski**  
**Zielinski Consulting**  
**Bancroft, Ontario, Canada**

Sue Zielinski has been a change agent for over 25 years, innovating and advancing smart, sustainable mobility systems and the industry and enterprise to supply them. Until recently she directed SMART (Sustainable Mobility & Accessibility Research & Transformation) at the University of Michigan. Her work there included catalyzing and supporting Ford Motor Company's transition from car company to mobility company. Sue also developed and led a systems approach for local business, government, and non-governmental leaders implementing New Mobility / Mobility-as-a-Service (MaaS) in over 25 cities world-wide and conceived and co-created the MobiPrize and Platform to connect and advance New Mobility industry and enterprise globally. Before that, at the City of Toronto, she developed or co-developed the City's Bicycle Commuter Program, Moving the Economy (and the first global study on the emerging New Mobility industry), the Community Bicycle Network, Green Tourism Association, Detour Publications and Song Cycles. Sue has supported and advised several international organizations including: World Economic Forum; World Business Council for Sustainable Development; Organization for Economic Cooperation and Development, International Transport Forum; Sidewalk Labs; National Academy of Sciences; Global MaaS Alliance; Cooper-Hewitt Design Museum; Techstars; ITS World Congress; and Transportation Research Board. She holds a Masters in Environmental Studies from York University and is a Harvard Loeb Fellow.



**Bern Grush**  
**Harmonize Mobility**  
**Toronto, Ontario, Canada**

Bern Grush is Co-founder and Chief Innovation Officer of Harmonize Mobility. He is a high-tech innovator in the spatial- and location-related industry, including geographic information systems, location-based systems, computer graphics, document management, workflow, transportation demand management, pattern recognition, and evidentiary documentation. Much of Bern's 40-year career has been in the user segment for satellite systems (Landsat, GPS). He has contributed to international standards development for geographic information systems, evidentiary document management, electronic road tolling and charging performance for autonomous metering equipment, was the initializing author on the ISO standard 17444 (Charging Performance), has published hundreds of articles on transportation metering and pricing and holds several patent files. Besides co-founding Grush Niles Strategic and PaybySky, Bern was named Toronto Star Wheels' Newsmaker of the Year in 2017 and is the co-author of The End of Driving: Transportation systems and public policy planning for autonomous vehicles. He earned an MaSC in Systems Design Engineering from the University of Waterloo and a BaSC in Human Factors Psychology and Engineering from the University of Toronto.

## About Us

*Transport Futures was established in 2008 by Healthy Transport Consulting. Working with our valued advisors, staff, volunteers, sponsors and in-kind supporters, our goal is to facilitate a rational and non-partisan dialogue on mobility pricing as a key demand management and infrastructure funding measure. In 2015, we also began exploring other transportation infrastructure and policy issues related to public-private partnerships, automated vehicles and intercity travel.*



### **Martin Collier**

**Director, Healthy Transport Consulting**  
**Founder, Transport Futures**  
**Guelph, Ontario**

Besides managing Transport Futures, Martin Collier provides government, private sector and non-profit organizations with sustainable transportation and land use policy, planning, research and project/event management services. Clients have included Transport Canada, the Environmental Commissioner of Ontario, Pollution Probe, Poulos and Chung Transportation Consultants, Smart Cities Research Services and the Residential and Civil Construction Alliance of Ontario. Martin co-founded the Guelph Coalition for Active Transportation, the Toronto Centre for Active Transportation and has managed the Ontario Smart Growth Network, Moving the Economy/Transportation Options and the Community Bicycle Network. He has also provided conference programming, logistics and financial advice to the Ontario Ministry of Transportation and the Niagara Escarpment Commission. Prior to his work in the planning field, Martin worked for a decade in the music industry as a guitarist and band manager. He holds a Master of Environmental Studies degree in Urban Planning from York University and a Bachelor of Arts degree from Queen's University.

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## **Advisors, Contractors & Volunteers**

A big shout out to the following advisors, contractors and volunteers who have assisted in the coordination of the Transport Futures Smart Mobility Summit:

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