

McCormick

Northwestern Engineering



Northwestern University
Transportation Center

CCITT Center for the Commercialization of
Innovative Transportation Technology

Smarter Cities/ Smarter Mobility

Wednesday, April 24, 2013
2:00 to 4:45 p.m.

James L. Allen Center • Tribune Foundation Auditorium
Northwestern University
2169 Campus Drive, Evanston, IL

About the Workshop

Smarter Cities / Smarter Transportation

Our spring 2013 Industry Workshop will highlight several visions for “smarter cities and smarter mobility” for both passengers and goods movement. The presentations will examine how the deployment and use of sensor and wireless technologies are poised to impact and improve the urban mobility experience.

This special workshop will precede and complement this year’s Patterson Transportation Lecture featuring Dr. Irwin Jacobs, Founder and Chairman of Qualcomm.

Event Co-Chairs

Dr. Hani Mahmassani, William A. Patterson Distinguished Professor of Transportation; Director, Northwestern University Transportation Center

Mr. Breton Johnson, Associate Director, Northwestern University Transportation Center; Director of the Center for the Commercialization of Innovative Transportation Technology

About NUTC

Since 1954, the Northwestern University Transportation Center (NUTC) has been recognized as a leading interdisciplinary education and research institution. It is dedicated to the long-term improvement of domestic and international systems for the movements of materials, people, energy, and information. NUTC serves industry, government, and the public through its research, Northwestern’s graduate-level degree programs, and other educational and outreach programs. NUTC works with an affiliated faculty group of over 50 members, drawn from diverse departments of the University - economics, engineering, marketing, finance, logistics, operations, information systems, management, the social sciences, and law.

About CCITT

The Center for the Commercialization of Innovative Transportation Technology (CCITT) fosters the implementation of innovative technologies for all modes of surface transportation including, but not limited to, railways, mass transit, highways and waterways. To accomplish this mission, CCITT awards funding to Northwestern faculty to conduct translational “innovation gap” research projects that reduce technical risk barriers and enhance opportunities for technology adoption (commercialization) by industry and transportation agencies.

Program

Welcome

2:00–2:05 p.m.

Bret Johnson

Introduction and Welcome

Presentations

2:05–3:05 p.m.

Chris Borroni-Bird

Vice President, Strategic Development, Qualcomm, USA
Wireless Transportation Solutions

Amine Haoui

CEO, Sensys Networks
Wireless Sensor Networks in Transportation

Hardik Bhatt

Director, S+CC IoT Strategy and Global PPPs, Industry Solutions Group, Cisco Systems
Mobility in a Smart and Connected World

Break

3:05–3:30 p.m.

Presentations

3:30–4:30 p.m.

Hani Mahmassani

William Patterson Distinguished Professor of Transportation; Director, Northwestern University Transportation Center
Leveraging Sensor Technologies for Smarter Mobility

Brian Shapiro

Vice President Smarter Mobility, Veolia Transdev
Smarter Mobility: Real time and Predictive Personal Mobility

Ogi Redzic

Vice President, Traffic & Automotive Cloud, Nokia Location & Commerce
Building Knowledge from Real Time Sensor Information

Discussion

4:30–4:45 p.m.

Time allowing, questions and comments

Speaker Bios

Hardik Bhatt

Director, S+CC IoE Strategy and Global PPPs, Industry Solutions Group, Cisco Systems

Hardik is working for Cisco's Global Smart + Connected Communities group as Director of Business Development and strategy. Hardik oversees Cisco's large, marquee SmartConnected Communities projects for the Americas. Hardik joined Cisco after being the Chief Information Officer of the City of Chicago and Commissioner for Chicago Department of Innovation and Technology for close to 5 years.

As the CIO, Hardik had been leading a team of 250+ employees and consultants with an annual budget of over \$150 Million. Hardik also lead Mayor Daley's charge for universal and affordable broadband for all Chicagoans through various initiatives, including the Smart Communities program. In last 3 years, Hardik brought over \$25Million from Federal, State, Foundation and Private sector sources for Chicago's SmartCommunities program. On the way, he was instrumental in establishing partnerships with Chicagoland Healthcare providers, Utility and energy sector leaders as well as public safety, transportation and non-profit leaders. Prior to joining the public sector, Hardik worked as a consultant with Oracle corporation in the US and Tata Consultancy Services (TCS) in India.

Hardik has an MBA from Northwestern's Kellogg School of Management and a bachelor's degree in Computer Science from M. S. University, Baroda, India.

Chris Borroni-Bird

Vice President, Strategic Development, Qualcomm, USA

Dr. Chris Borroni-Bird joined Qualcomm Technologies Inc. as a VP of Strategic Development in August 2012 and is responsible for developing and implementing a transportation vision around wireless technologies (both wireless power for electric vehicles and wireless communications between vehicles).

Prior to this, Dr. Borroni-Bird was GM's Director of Advanced Technology Vehicle Concepts and Electric Networked Vehicle (EN-V) Program. The EN-V concepts are small battery powered urban mobility vehicles that can be driven autonomously and were demonstrated extensively at the 2010 Shanghai World Expo. Chris was selected as one of Automotive News' Electrifying 100 in 2011. He also led GM's Autonomy, Hy-wire and Sequel "skateboard" vehicle concepts. Before joining GM in 2000, he led Chrysler's gasoline fuel cell vehicle development and was inducted into the Automotive Hall of Fame as a Young Leader in 2000. Dr. Borroni-Bird is co-author of "Reinventing the Automobile: Personal Urban Mobility for the 21st Century", with Larry Burns and the late Bill Mitchell, that was published by MIT Press in 2010.

Chris obtained his Bachelors and Masters degrees in Natural Sciences from King's College, Cambridge, completed his PhD in Surface Science from Cambridge University and performed post-doctoral research in solid state physics from the University of Tokyo.

Amine Haoui

CEO, Sensys Networks

Over the past three decades Dr. Amine Haoui—a wireless communications pioneer—has founded and led several emerging technology companies. In 1985, Dr. Haoui launched the wireless communications division at TCSI, which grew to become a leading developer of DSP and digital cellular technologies before the group's successful IPO in 1989. In 1993 Dr. Haoui co-founded Diva Communications, an innovator in the wireless local loop industry, and served as CEO until its acquisition by InnoMedia in 1999. Dr. Haoui is currently CEO and co-founder of Sensys Networks the global leader in wireless sensor networking for the transportation industry.

Dr. Haoui holds a PhD in Electrical Engineering from UC Berkeley, an MSc and BSc in Electrical Engineering from the University of Michigan at Ann Arbor.

Hani Mahmassani

William Patterson Distinguished Professor of Transportation; Director, Northwestern University Transportation Center

Dr. Mahmassani joined Northwestern University on September 1, 2007, with joint appointments in the McCormick School of Engineering and the Kellogg School of Management. He joins Northwestern from his position as the Charles Irish Sr. Chaired Professor in Transportation Engineering and Director of the Maryland Transportation Initiative at the University of Maryland. Before that, he served for 20 years on the faculty at the University of Texas at Austin.

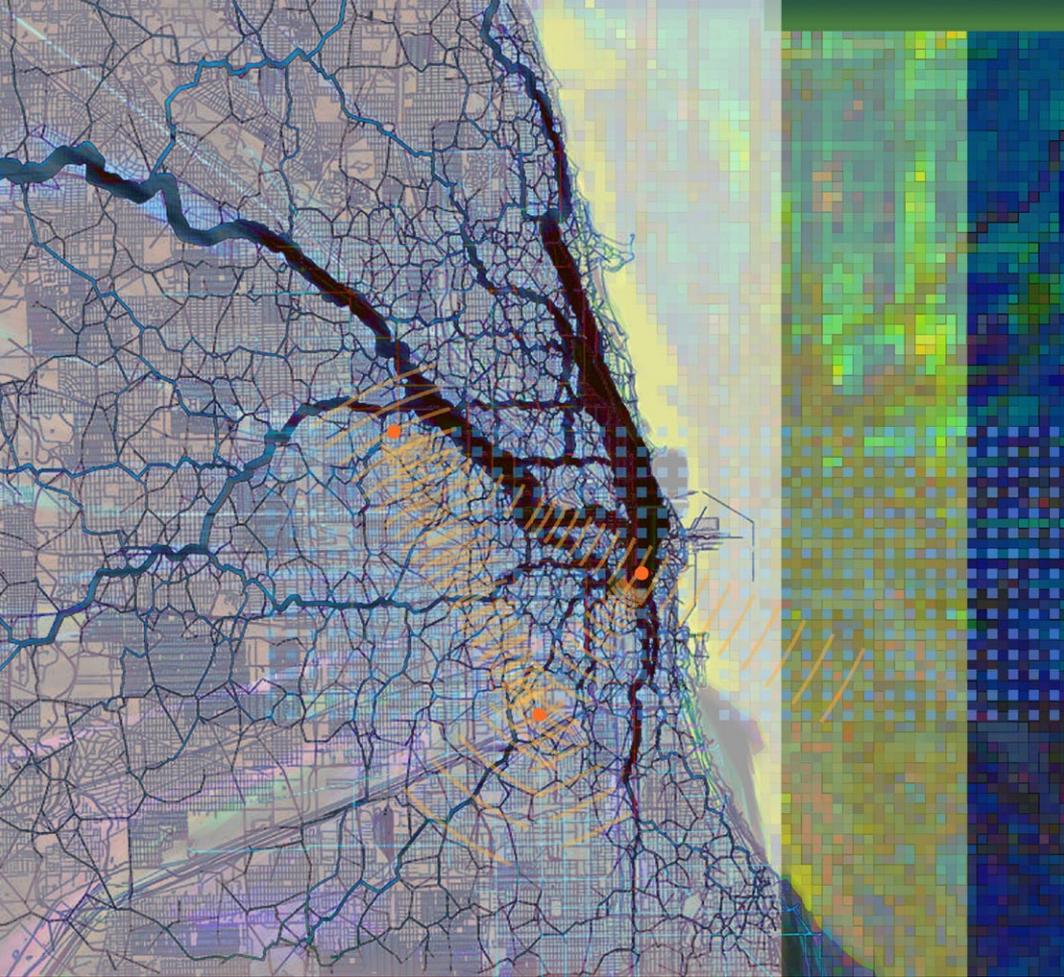
Dr. Mahmassani has nearly 30 years of professional, academic and research experience in the areas of multimodal transportation planning and network modeling, freight and logistics systems analysis, homeland security and emergency systems operations, intelligent transportation systems, econometric modeling and applications to travel and freight demand forecasting, integrated systems management, travel and shipper behavior analysis.

Ogi Redzic

Vice President, Traffic & Automotive Cloud, Nokia Location & Commerce

Ogi Redzic is responsible for Nokia's global Traffic business. As the leading provider of traffic services to Automotive, Consumer Electronics, Internet, Wireless and Enterprise markets, Nokia offers real-time traffic coverage in 31 countries, and also provides historical traffic patterns and predictive traffic around the world. Prior to leading Traffic, Ogi served as Vice President of Business Development and Sales, APAC for NAVTEQ, acquired by Nokia in 2008. In this role, he managed sales, business development and customer marketing for Southeast Asia, the Indian subcontinent and Korea, expanding Nokia's presence in these regions and growing customer base.

Ogi holds a BS in Computer Science from Northeastern Illinois University, an MS in Computer Science from Illinois Institute of Technology, and an MBA from the Kellogg School of Management.



**Northwestern University
Transportation Center**

transportation.northwestern.edu
600 Foster Street
Evanston, Illinois 60208



**NORTHWESTERN
UNIVERSITY**