

YEATLAND WONG – ITS CANADA BOARD NOMINEE

I am pleased to offer my name for re-election as a director with the ITS Canada Board. My core offerings to ITS Canada is as follows;

- 1) 4 years of previous productive service to ITS Canada
- 2) Strong technical background in ITS, ATIS, ATMS, and CAV
- 3) Strong background in business development and strategy
- 4) Strong complementary skills in graphics, communications, engagement, and social media

I have been an active member of ITS Canada since 2009, and a Director on the board since 2017. I co-chaired the local organizing committee for the 2016 ITS Canada ACGM, and have served on the ITS Canada Executive Committee, and assisted in various capacities in planning our conferences, website, various events, and communications. I am currently Chair of the Virtual Events Taskforce, serving on the Strategic Plan Task Force, and helping to plan the 2021 Virtual Conference.

Some of the recent new ideas that I have been able to help conceive and implement at ITS Canada:

- 1) ITS Innovation Summit – a new session to bring together Public Sector ITS representatives into an engagement with Transport Canada, (and a summit which I envision has the potential to grow into a Practice Group; and,
- 2) Smart Mobility Challenge Exhibitor's Session – a new session at this year's virtual conference, giving exhibitors a chance to actively participate in the conference by exploring one of four challenged based on real life scenarios

I have been a transportation engineer for over 20 years. My specialization is focused on ITS planning and implementation; in my previous position with the City of Calgary, I led the city's \$1M/year ITS program, and have led, advised, or worked on dozens of ITS projects, including lane reversal systems, travel time systems, ATMS systems, detection systems, and many other innovative transportation technology projects. At Stantec Consulting, my role as the Senior ITS Engineer, and Alberta's Smart Mobility Champion, I had the pleasure of leading or working on Smart Mobility projects involving smart data analytics, advanced traffic signal systems, smart mobility strategic planning, connected vehicle applications, and automated vehicle planning. Most recently, I have joined Transnomis Solutions as their new Director of Smart Mobility Project Delivery.

In addition to my previous experience on the board, and my technical background, I also bring corporate and business development experience from my various roles, such as Executive Advisor to the General Manager of Transportation of the City of Calgary, and in my business development and planning roles for Stantec Consulting's Smart Mobility business line. In both roles I have provided significant strategic direction, and identified opportunities for growth, new business and efficiency.

In addition to my above skills, I also have contributed some of my more unique skills to ITS Canada, including assisting in graphic design, marketing materials, effective communication campaigns, advertising, and event planning.

I am always thrilled to support this important organization and serve ITS Canada. Regardless if I am re-elected to the Board, I look forward to being a part of ITS Canada's success.