



**Ross McKenzie** - 2019 ITS Canada 2019 Board Candidate

Managing Director –WatCAR, 2007-present  
University of Waterloo Centre for Automotive Research (WatCAR)

Director –ITS Canada, 2011-present  
Intelligent Transportation Systems Society of Canada (ITS Canada)

**1. Who am I & my role in the ITS world**

A seasoned professional, active in the automotive and mobility sectors for 19 years, I facilitate industry engagement with the University of Waterloo through collaborative research, workshops and student teams.

In my professional activities I liaise with industry, government and academia across continents and throughout the broad spectrum of intelligent transportation including, Connected and Autonomous Vehicles (CAVs), Mobility as a Service (MaaS), Advanced Driver Assistance Systems (ADAS), and the Internet of Things (IoT).

**2. Interest in ITS Canada**

I have experienced the benefits of ITS Canada membership for more than a decade and been honoured to serve as a board member for the past 8 years. My strong networking skills and ability to represent both uWaterloo/WatCAR and ITS Canada in many of my professional activities continue to drive my interest in and willingness to serve on our board. If elected, I would be willing to stand for election as a member of the Executive, including Board Chair.

**3. Specific Skills**

- Partnership creation, opportunity assessment
- Proficient in public speaking and media relations

**4. Ability to Support ITS Canada**

I believe I can support the goals and objectives of ITS Canada with an energetic approach and strong voice by providing an automotive-sourced perspective that incorporates both the complimentary and emerging technologies of intelligent transportation.

**5. Governance & Volunteer Experience**

- Board Member – ITS Canada, 2011-present
- Co-Founder and Management Board Member – Open HD Maps, 2017-present
- Chair – Electric Mobility Canada Undergraduate Competition, 2012-2017

**6. Experience from Current or Previous Roles**

- Broad knowledge of industry players and their activities in the IT and automotive sectors
- Initial vice-chair of the Connected/Autonomous Vehicle Technical Committee
- Actively support the ITS Canada Secretariat in event organization

**In Closing**

ITS Canada has a diverse board of committed professionals which I believe my experience and autotech perspective can support. I appreciate your time to review my qualifications as you prepare to cast your ballot.

Thank you,

Ross McKenzie