



Hi! I'm Yeatland "Yeats" Wong, a long-time Director on the board of ITS Canada, and a current Executive Committee member. I'm also the Director for Smart Mobility of Transnomis Solutions. I've been in the world of ITS for almost 20 years, with much of that career at the City of Calgary Transportation Department.

I'm passionate about ITS, and I'm passionate about ITS Canada. I believe this organization is really important for bringing together ITS practitioners.

I'm also keen on keeping ITS Canada relevant. My main reason for wanting to be a board member is to help keep our organization growing and strong.

Over the past several years, I've put in a lot of work into the organization – co-organizing the Toronto TIF workshops, and pitching in to assist at the ACGM. I've enjoyed helping out where I can on the Conference App, sponsorship packages, tradeshow layout, AV specifications, contract reviews, and entertainment aspects of our conferences.

One thing I'm very passionate about is bringing new and innovative ideas, to keep our membership offerings fresh. For example, over the past few months, I've been working on a new Member Library, which will offer video recordings from events and webinars, searchable by transcription. I strongly believe in exploring how ITS Canada can tangibly improve on its offerings to our members.

Over the past several years, I've had the pleasure to serve on the Board of ITS Canada, and have twice served on the Executive Committee. I believe I have done well in serving as a Director, and though much of my work has been behind-the-scenes, I believe our organization has benefitted from the many long hours I've committed to ITS Canada.

I have a lot of experience in ITS as an engineer, and a keen understanding of our members. I've served in public service at the Municipal level and Provincial level. I've worked closely with Academia. I've worked as both a consultant, and, most recently, as a vendor. But I also bring a lot of experience in marketing and running events. I'm particularly excited about new technologies and innovations that can help make our organization even better.

If re-elected to the Board, I will continue to bring my creativity, energy, and enthusiasm to ITS Canada's events.