



Douglas Gubbe - BIO

Doug Gubbe is Director, Vice President, CTO of Novax Industries and a past director for ITS Canada.

Douglas has been instrumental in the research and development of ITS related technologies at Novax from concept through to design. Douglas has been a key player in the area of intelligent pedestrian systems, pedestrian/vehicle detection and transit signal priority system and research, working on new technologies and techniques to enable pedestrians and transit to move faster, more efficient and safer.

ITS plays a big role in Douglas's interests at Novax in his goals of providing solutions that are scalable, work with existing standards, and integrate with current and future technologies. Douglas's research and involvement in the transportation industry, exploring new ways to improve the movement of people and transit has led to new standards that are currently in use today.

Doug graduated with a Diploma of Technology (Electronics) British Columbia Institute of Technology (1988), holds a Certificate of Training (National ITS Architecture) of US Department of Transportation (2000) and Toastmasters, Surrey.