

Brian Heath, B.A., M.B.A.



PROJECT ROLE:

Smart Roadside (SR)
Technology SME

RELEVANT EXPERTISE:

- ◆ SR Technology Integration
- ◆ SR Technology Deployments
- ◆ ITS/CVO
- ◆ Commercial Vehicle Enforcement
- ◆ Automated Electronic Screening
- ◆ Roadside Imaging systems
- ◆ Vehicle to Infrastructure expertise
- ◆ Roadside Integration
- ◆ Inter-agency, Multi-Jurisdictional Experience

YEARS OF EXPERIENCE:

- ◆ 10 Years

EDUCATION:

- ◆ MBA Queen's University Kingston, Ontario, 2003
- ◆ B.A Economics
- ◆ University of Alberta, 1993

Job Title

President & CEO

2003 - Present

Intelligent Imaging Systems Inc.

Drivewayze Inc.

SUMMARY:

Mr. Heath is a Smart Roadside Technology Subject Matter Expert with over 10 years' experience in the planning, design, development, and deployment of ITS Commercial Vehicle Operations (CVO) integrated technologies. Mr. Heath has been involved in the deployment of integrated roadside technologies automatic vehicle identification systems over 33 states and 5 provinces in North America. He has a deep understanding of the workings and applications of automated roadside screening technologies and works with numerous Commercial Vehicle Enforcement agencies across the continent, many with whom he shares strong relationships. He specializes in the application of integrated technologies to save time and labor at the roadside for both industry and government. His user-based approach to technology application has driven the successful implementation of many CVO technology deployments around the continent. He specializes in the use of non-obtrusive inspection and identification technologies to automate traditional screening processes, thereby improving the efficiency and effectiveness of roadside operations. Mr. Heath has been instrumental in the drive to make roadside technologies "smarter" by enabling back-end information system connectivity across multi-agencies and multiple levels of government. He is a proponent of a programmatic approach to technology deployment, and works closely with many lead agencies to support the successful adoption of new technologies to improve existing practices and processes. He regularly participates and presents at industry conferences including ITSA, AAMVA, IRP/IFTA, IBTTA and CVSA.

PRIOR EXPERIENCE:

Prior to 2003, Mr. Heath owned a technology-based Oil & Gas manufacturing and service company operating across western Canada. As a previous owner of a fleet that included large commercial vehicles, Mr. Heath brings a perspective of both Industry and Agency to ITS/CVO technology deployments.