



Homayoun Vahidi, P.Eng., MBA, MASc.

Vice President
Transport Technology Leader, Canada



I am excited to be a candidate for ITS Canada’s 2023 Board of Directors Election.

As a 30-year veteran of the Canadian ITS community, I am looking forward to the opportunity to bring my industry knowledge, corporate management experience, and board experience, to support ITS Canada and its members in navigating how the rapid evolution and convergence of ITS technologies can solve our future mobility challenges!

5 Key attributes that make me a strong Board Member for ITS Canada:

1

Expert ITS Industry Knowledge: I have been working in the ITS industry for my entire 30+ year career, including landmark projects from coast to coast – such as the traffic management system for the Confederation Bridge and the Province of BC’s award-winning Transportation Management Centre. My experience spans the full lifecycle of ITS from strategic planning through to design, deployment, and operations. My current focus is on digital twins and machine learning.

2

25 Year History with ITS Canada: I have been an active member and contributor to ITS Canada since its inception in the late 1990s. I have been on the organizing committee for multiple annual conferences, including being the Co-Chair of the 2014 annual conference in Victoria BC; I have also presented on many topics through various formats and panels. Through this, I have developed deep understanding and relationships with the organization and its larger member community.

3

Board Experience: I have deep board experience gained from serving a 5-year term on the Association of Consulting Engineers of Canada – BC (ACEC-BC) Board of Directors, and various advisory boards such as the Starlight Children’s Foundation Canada. Through this, I have developed critical board member qualifications including strategic thinking, governance, risk management, decision-making, non-profit finance, and strategic planning.

4

Commitment as an ITS Canada Board Member: My history with ITS Canada has allowed me to witness the evolution of this organization for over two decades. ITS Canada holds a special place in my heart, and I have a vested interest in supporting its primary mandates to champion benefits; promote innovation; bring together member expertise, products, and services; and, enable learning and collaboration for the ITS industry in Canada.

5

Vision for our Industry: The focus of ITS is no longer about optimizing the movement of traffic; our industry is realigning itself to address future mobility challenges through a holistic new lens that contemplates multiple modes, an aging demographic, climate change, as well as social outcomes and equity. As the underlying technologies that provide the tools for tackling these challenges evolve and converge at a rapid pace, ITS Canada has a critical role to play for the ITS community in Canada.