



## **Sam Starr - BIO**

Sam is the founder of Critical Mobility, a Vancouver-based consulting business with a mission to advance sustainable urban mobility and cycling logistics systems across North America. A recent graduate of the Master of Engineering Leadership program in Urban Systems at the University of British Columbia, Sam is passionate about sustainable cities and mobility solutions. Sam holds two other degrees, in both Electrical and Systems Engineering from the University of Pennsylvania.

Sam spent 12 years designing, engineering, and implementing solutions in the supply chain and logistics industry, with companies from FedEx, Flash Global, to U.S. Pack, with global 3PLs, integrators, and service logistics providers. He has experience in global logistics as well as final mile delivery, and understands supply chain needs, including in the service industry.

Based in Vancouver BC, with a personal passion for cycling, Sam's work experiences, interests, and passion have led him to pivot his career towards advancing sustainable urban mobility and cycling logistics.