



Bob McQueen

Smart mobility expert



Private sector resume, October, 2021



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Expertise

Overview

Concept & use case development

Value propositions

Needs analysis

Customer characteristics

Business process

Procurement & funding

Technology selection

Organizational alignment

Bob is an internationally recognized subject matter expert in smart mobility, and the application of advanced technologies to transportation. He has more than 40 years of experience in helping public sector transportation organizations harness the full power of advanced technologies and has provided expert level consulting services in the Asia-Pacific, Middle East, North American and European markets. Assignments have included work for both central and local government organizations regarding transit, freeways, arterials, multimodal system management and procurement support

Bob has also assisted private sector companies to either enter or reposition in the advanced transportation technology market. He has published more than 30 articles and three books on advanced transportation technology topics. His latest book "Big Data Analytics for Connected Vehicles and Smart Cities" was published at the end of August 2017. He is currently working on a new book " Smart Mobility: Using Technology to Improve Transportation in Smart Cities" , to be published in 2022 by Wiley and IEEE.

While originally from Scotland, he is now based in Perpignan, France, with offices in Orlando and London. He is currently focused on the use of analytics to understand the effects of investment in smart mobility and transportation management systems.

Past private sector assignments

BUSINESS AND TECHNICAL CONSULTING SUPPORT, GLOBAL COMMUNICATIONS, AND INTERNET EQUIPMENT SUPPLIER

This project is ongoing and includes the provision of business and technical support for projects in Las Vegas. The work includes the development of use cases, the definition of system architectures and the creation of dashboards for lifecycle cost analysis. This is also included the DEVELOPMENT of grant proposals and applications for federal funding

GLOBAL INFORMATION TECHNOLOGY SUPPLIER, SOLUTIONS, AND SERVICE

Focused in the North American market, this work involves serving as a senior business advisor defining the role of an integrated urban data and analytics solution within the wider transportation ecosystem. The project is ongoing and includes the development of marketing strategy, marketing materials development, target client identification and sale support, the development of benefit cost dashboards and proposal development for local and federal funding. The work also and loss or close examination of current procurement processes and approaches used by public sector agencies.

DISTRIBUTED FIBER-OPTIC SENSING SOLUTION PROVIDER, UK

Support for the solution provider includes the development of marketing materials, assistance with business strategy, identification of target clients and sales support. The project is still ongoing and recent work has included close interaction with end clients on the development of value propositions and lifecycle cost analysis dashboards. Bob has also advised this company on interface requirements for data transmission between sensors and transportation management centers.

INNOVATIVE PARKING SPACE MANAGEMENT SYSTEM PROVIDER, UK

Bob is supporting this unique startup company to develop an innovative urban parking space management concept. The work includes the development of business strategy, the definition of the ecosystem within which the solution operates and the development of marketing materials for different client segments.

WEIGH IN MOTION AND ELECTRONIC TOLL SYSTEMS PROVIDER, CANADA

Bob is providing business strategy and marketing support including communication material development, definition of contextual system architectures, and lifecycle cost benefit analysis models.

Education

M.S., Highways and Transport,
City University, London, 1993

B.S., Civil Engineering, University
of Strathclyde, Scotland, 1980

Past assignments

STRATEGIC BUSINESS PLANNING, US INDUSTRIAL CONGLOMERATE

Development of a market assessment for electronic toll collection systems in North and South America and speed enforcement systems in Europe. The work involved coordination at executive levels and the delivery of results and recommendations as the basis for future business directions and acquisitions.

MARKET REVIEW AND ANALYSIS, EUROPEAN TOLL SYSTEMS AND INFRASTRUCTURE OPERATOR

A detailed review of the current and future market for privately delivered electronic toll collection equipment design, installation and operation management was carried out. This involved developing estimates of the current and future size of the addressable market for toll roads and managed lanes in the USA and identification of specific short, medium and longer-term opportunities. The work culminated in the delivery of a market report with detailed recommendations for market actions and project pursuits.

STRATEGIC BUSINESS PLANNING, ASIA-PACIFIC INDUSTRIAL CONGLOMERATE

Bob provided business planning and development support for the introduction of a public private partnership approach to advanced transit ticketing in the US market. This work involved the development and agreement of a strategic plan for applying client resources and experience gained from a major electronic payment systems deployment in the Asia-Pacific region, to the US transit market.

The deployment was an advanced electronic payment system for transit fare payment, utilizing smart card and telecommunication technologies to enable passengers to pay for transit and other services without cash. The system also features a sophisticated performance management facility that enables the city government to use payment system data for transit service optimization.

The system was financed, designed and installed using private sector finance and is operated by a special purpose corporation, jointly owned by the client and city government. Bob's primary focus in this assignment was to work closely with client and city government staff to define the operational concept for a US version of the system, and then market it to US transit agency and city officials. This included the definition of technical frameworks, business models, financial models and presentations to senior transit agency staff and leadership.

STRATEGIC BUSINESS PLANNING, NORTH AMERICAN ELECTRONIC TOLL COLLECTION SOLUTION PROVIDER

The work for this provider of electronic toll collection equipment and services involved the development of a strategic business planning approach that encompasses the capabilities of the enterprise and the needs of the market. The work focused on the development of strategies and tactics for the company to adopt in the course of addressing the US market for electronic toll collection solutions for toll roads and managed lanes.

STRATEGIC BUSINESS PLANNING, NORTH AMERICAN AEROSPACE AND DEFENSE COMPANY

Bob conducted an assessment of the size of the addressable market for electronic toll collection, express lanes and congestion pricing for this leading system integrator and solution developer. He also assessed the company's technology offering and developed recommendation for effective business development and marketing. The work also included an analysis of market characteristics and the development of a financial model for the express lanes market segment, enabling the balance between in-vehicle and infrastructure investment needs to be explored and assessed.

STRATEGIC BUSINESS PLANNING, NORTH AMERICAN ELECTRONIC TOLL COLLECTION SOLUTION PROVIDER

The work involved technical support and research associated with patent protection for payment systems technologies. As a senior advisor on the project, Bob developed an overview of the history of electronic toll collection and a roadmap of relevant patents.

STRATEGIC BUSINESS PLANNING, NORTH AMERICAN ELECTRONIC TOLL COLLECTION SOLUTION PROVIDER

Bob provided expert-level consulting to assist this company to define client's vision for a future electronic toll collection system and capture client's perception of current offerings.

The work involved close collaboration with client staff to define approach methodology and use of a network of toll industry client contacts to gather the required information. A special-purpose survey instrument was developed and utilized to maximize the probability of obtaining the required information in an objective manner. Executive leadership and senior technical staff from major toll operating agencies in the US were interviewed and the results collated into a set of conclusions and recommendations.

STRATEGIC BUSINESS PLANNING, NORTH AMERICAN VIDEO LICENSE PLATE ENFORCEMENT SOLUTION

Provided business strategy development support, marketing materials development and assistance with positioning in the US enforcement and parking markets.

Affiliations

- Member, Intelligent Transportation Society of America
- Member, Intelligent Transportation Society of America, Road User Charging Working Group
- Member, Intelligent Transportation Society of America, Urban Air Mobility Working Group
- Member, Broadband Deployment Task Force, ITS America
- Former member of the Board of Directors, ITS California
- Former Chair, Electronic Payment Systems Forum, ITS America
- Intelligent Transportation Society of Florida (ITSFL), Former President and Chairman of the Board