

Eric Sampson

Eric worked in the UK public sector for for 39 years, retiring in November 2006. At the Department for Transport he worked in the Marine, Highways, Rail and Safety Directorates, as well as The Coastguard Agency. In 1997 he was appointed Director of Road User Charging Research and in 2000 set up DfT's Transport Technology and Standards Division working on information systems, road user charging, smart cards, vehicle safety and innovative transport technologies.

He was a founder member of the international study group that led to the formation of ERTICO and has been a member and Chairman of its Supervisory Board. Eric is a Fellow of the Transport Research Foundation and a Visiting Professor at both Newcastle University and City University London. He was elected Chairman of ITS-UK in May 2007 (and is currently the Society's World Ambassador) and was appointed CBE in the Queen's Birthday Honours List 2007.

In 2009 he was elected the first President of IBEC – the international collaboration for ITS Benefits, Evaluation and Costs.

Steve Cassidy

Dr Steven Cassidy, BA (Hons) DipEP PhD CMILT

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MRC McLean hazel Ltd is part of the Canadian MMM Group of Transport Consultancy companies with 2,000 employees based around the world.

Director - [E-mail](#)

Steve Cassidy has a background in academic research, private sector marketing and consultancy for a multinational technology solutions provider, and transportation/urban technology consultancy. Steve's work has always centred upon understanding travel behaviour and lifestyle needs in order to design and evaluate social, environmental and urban transport policy, and thus help realise successful cities and integrated communities.

He has a particular expertise in applying technology to support transport and eGovernment objectives. He has completed many high profile projects in ticketing and smart card related media, as well as in the design and evaluation of travel information technologies and policies. His research and consultancy skills cover: (i) strategy & business case development; (ii) socio-economic evaluation; (iii) user requirements & acceptance research (especially with marginalised groups); (iv) consensus building and stakeholder engagement techniques; (v) developing innovative qualitative and quantitative research methodologies to help understand current and future urban challenges.

His clients include national and local government, private sector manufacturers and transit operators in the UK, Europe and North America. He is currently Project Co-ordinator for the EC funded research project CATCH (which aims to reduce carbon emissions from mobility), and leads the MRCLMH work within the CIVITAS+ Project RENAISSANCE (sustainable historic cities). He has been heavily engaged in developing the Siemens Complete Mobility concept and Cities Index, and has undertaken stakeholder engagement and detailed analyses of many cities in Europe and North America. Steve's academic research was undertaken at Transport Studies Group at University of Westminster, and University of Nottingham Institute of Urban Planning Studies. He was an Associate at Transport and Travel Research Ltd, and Marketing Solutions Manager at Schlumberger in Paris and London (where he obtained a particular expertise in smart card technologies). In addition he established and managed the MRCLMH subsidiary in Brussels for four years.

Steve has presented and published many conference papers and refereed journal articles, and is currently enjoying making a video blog plotting his family's experience of going car-free for a year - (www.carfreefamily.com) - participant observation in action!

<http://www.mrcmh.com/about-us/staff/dr-steven-cassidy/>

Rick Lindeman

Rick Lindeman (Amsterdam, 1977) studied urban planning at the University of Amsterdam and the Università degli Studi "La Sapienza" in Rome. He works at NL Agency, the former SenterNovem, since 2001. Within NL Agency he is programme manager for the Dutch national innovation programme for mobility management and for the small business research programme for the Last Urban Mile. Furthermore he works as a moderator/facilitator within different branches of the Agency. He lives in the old bishopric of Utrecht, is married and has two lovely toddlers. He supports AFC Ajax, and enjoys Retrogaming, Scuba diving and the oriental board game Go.

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