

**The Smart & Intelligent Cities SIG  
'The Future of Urban Movement'****24<sup>th</sup> May 2022**

The **Smart & Intelligent Cities SIG** is championed by Dejan Bojic of **High Summits Consulting**, David Brown of **Alchera Data Technologies**, Mary-Ann Claridge of **Mandrel Systems**, Dan Clarke of **Connecting Cambridgeshire**, Paul Copping of **Fawley Waterside** and John Davies of **CW (Cambridge Wireless)**

**Venue: The Maypole Freehouse, 20a Portugal Place, Cambridge CB5 8AF****AGENDA**

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| <b>18:00</b> | Registration and networking   |
| <b>18:30</b> | CW welcome  |
| <b>18:35</b> | Introduction to the <b>Smart &amp; Intelligent Cities SIG by Dan Clarke, SIG Champion and Stakeholder &amp; Partnerships Manager, Connecting Cambridgeshire</b>   |
| <b>18:40</b> | <b>Session chaired by Dan Clarke, Smart &amp; Intelligent Cities SIG Champion</b><br><b>Bus Open Data Service - Helping the UK's Department for Transport Drive Patronage and Digitally Transform the UK Bus Industry</b><br><b>Andy Walker, Commercial Director, Ito World</b><br>At Ito World we are passionate about public transport. Globally, we are encouraging passengers out of their vehicles and onto more sustainable and efficient modes of transport, through the availability of highly accurate and real time passenger information. The UK Bus industry uses our analytics and reporting to support future policy, governance and operational decisions. |
| <b>18:55</b> | <b>Smart Infrastructure, Smart Cities</b><br><b>Megan O'Connor, Head of Strategic Partnerships, Vivacity Labs</b><br>A look back at how we began monitoring our travel, how local authorities are using data to benefit their cities and citizens right now and what the future may hold for the data we collect and how we use it for safer, cleaner, quicker travel.  |
| <b>19:10</b> | <b>Informal discussion around the topic followed by networking</b>  |
| <b>20:30</b> | Event close   |

With the permission of the speakers, presentations will be loaded to the CW website following the event

**Profile of organisers****Cambridge Wireless (CW)**

CW is the leading international community for companies involved in the research, development and application of wireless and mobile, internet, semiconductor and software technologies. With over 400 members from major network operators and device manufacturers to innovative start-ups and universities, CW stimulates debate and collaboration, harnesses and shares knowledge, and helps to build connections between academia and industry. CW's 20 Special Interest Groups (SIGs) provide its members with a dynamic forum where they can network with their peers, track the latest technology trends and business developments and position their organisations in key market sectors. CW also organises major conferences and start-up competitions along with other high-quality industry networking events and dinners. With headquarters at the heart of Cambridge, UK, CW partners with other international industry clusters and organisations to extend its reach and remain at the forefront of global developments and business opportunities. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

**Profile of Smart & Intelligent Cities SIG Champions****Dejan Bojic, High Summits Consulting**

Dejan is an independent senior consultant advising a range of clients across both public and private sectors. His particular focus is development of open and shared connectivity and data infrastructure to support product development and service transformation within complex innovation ecosystems. Dejan's most recent work has included development of Digital & Innovation propositions for the Belfast Region City Deal, shaping and delivery of

engagement workshops for DCMS' 5G Urban Connected Communities project, and expert contribution to Future Cities Catapult's Hyperconnected project. Prior to this Dejan has led the UK Smart Cities market strategy development for NEC Europe where he established a number of key partnerships, notably with Bristol Is Open and Digital Greenwich. And previous to Smart Cities Dejan has spent over a decade in technology marketing roles covering products and services in high speed optical transmission systems, mobile and wireless networks, and data communications. A firm believer in creating value through collaboration between public and private sectors and across technology layers, Dejan's aspiration as a SIG Champion is to shine a spotlight on market innovation opportunities through CW's uniquely rich network of experts and influencers.

### **David Brown, Alchera Data Technologies**

David has spent the past 15 years helping start-up/scale-up companies in the UK building successful Customer Service, Customer Success, and Professional Services teams. He has done this mainly as a player/coach; initially working with customers himself and only building teams once he's gained a clear understanding of what's needed to support the company's unique customer base. In 2015, he used the knowledge gained from years of working in web analytics to found Adavow, an ad suppression platform that enables advertisers and ad networks to stop serving digital ads to consumers who have recently purchased a similar item, which increases digital budget efficiency by 10% or more. David is a keen believer that the best way to become successful is to help others become successful and "What comes around, goes around."

### **Mary-Ann Claridge, Mandrel Systems**

Mary-Ann is the Lead data scientist at Mandrel Systems. She started her career with research into sonar (think Hunt for Red October without Sean Connery). She is now embracing application and technical domains including education (all the analysis, modelling and visualisation for BestCourse4Me), smart city, retail, voice and speech recognition, and financial and logistical optimisation. [www.mandrel.com](http://www.mandrel.com)

### **Dan Clarke, Connecting Cambridgeshire**

Dan is responsible for Strategy & Partnerships for the Smart Cambridge programme which was set up to explore how data, innovative technology and better connectivity can be used to transform the way people live, work and travel in the Greater Cambridge area and beyond. Local councils, technology businesses, university researchers and partner organisations are working together to find smart ways to tackle city challenges, such as transport and air quality. [www.connectingcambridgeshire.co.uk](http://www.connectingcambridgeshire.co.uk)

### **Paul Copping, Fawley Waterside**

Paul Copping was previously Chief Innovation Officer at Digital Greenwich, serving the Royal Borough of Greenwich, population 270,000. His role was to engage with industrial partners to deploy integrated technology solutions that will result in more innovative, agile and cheaper services for Greenwich citizens. Paul worked on connected and autonomous vehicles; 5G wireless; and a collaborative smart city procurement framework. Paul has an MBA in Marketing from Cass Business School and an MA in Spanish and French from the University of Cambridge. His earlier career background is in telecoms (Nortel, BT) and mobility (Transport Research Laboratory) with a focus on corporate development and innovation management. He is a Director of the City Protocol Society. [www.fawleywaterside.co.uk](http://www.fawleywaterside.co.uk)

### **John Davies, CW**

John has carried out a unique mix of strategic and operational roles with placements in the USA and Europe and partnerships in Asia. Over recent years much of his private sector and Government activities has been in the area of mobile and wireless communications, digital media, Smart Cities, Cloud and Big Data and M2M/IoT as well as emerging and disruptive technologies. Helping technology start-ups in the UK and internationally sourcing technology and partners as well as provide due diligence in areas of M&A and stock listings. Operating as a UK Government Advisor John has briefed both UK and International Government Ministers and Departments on Smart Cities and respective technologies and applications. This has included providing international workshops, mentoring and consulting at senior levels. John has designed and ran awareness and implementation workshops for international companies and led international delegations to overseas markets, the most recent to Singapore and Malaysia in partnership with InnovateUK. John is an active member of the All-Party Parliamentary Group for Smart Cities. John will be engaging with potential new international companies and organisations and supporting CW member companies. [www.cambridgewireless.co.uk](http://www.cambridgewireless.co.uk)

## Profile of speakers

### **Andy Walker, Ito World**

Andy is Commercial Director for Ito World, leading Ito's efforts in developing customer and partner relationships to support transit agencies and authorities in driving increased use of public transit. Andy has spent over 30 years growing leading edge software businesses. His career includes 10 years in the geo-spatial industry and 10 years with McLaren Applied Technologies, helping businesses harness the power of data through the use of technology originating in the highly data driven environment of Formula 1 motorsport. [www.itoworld.com](http://www.itoworld.com)

### **Megan O'Connor, Vivacity Labs**

Megan is a seasoned expert within the transport technology industry with over 15 years of experience leading teams and delivering key solutions for the likes of National Highways and TfL. She is passionate about helping clients succeed and get true value from innovative technology, with a keen interest in the full-service lifecycle and delivery excellence. [www.vivacitylabs.com](http://www.vivacitylabs.com)