

Summary

Transportation professional with focus on active, sustainable solutions that promote livability and resilience in urban centers. Experienced builder of leading-edge operations from launch to profitability. Long-term visionary with keen implementation skills. Bridge builder, savvy negotiator, experienced with government and private sector. I help people 'think outside the car'.

Work Experience**Managing Principal, ModeMatters** October 2013 - Present

Mode Matters is an early stage business consultancy serving disruptive operations that promote active, healthy lifestyles and help build the local economies of the future. Special focus on the transportation and local food sectors. Key areas of focus include:

- Strategic Development
- Capital Infusion/Investor Management
- Partnerships
- Visioning/Mission Statement
- Team Building/Retention/Development
- PR/Marketing
- Government Relations

I help small businesses lay solid foundations on which to build and scale their visions. Clients include local logistics companies, food producers and aggregators, incubators and others.

General Manager, Hubway (Alta Bicycle Share, now Motivate) September 2011 - October 2013

The Hubway bikeshare network is an enterprise level transit system utilizing bicycles, solar powered stations, and smart technology. Bikeshare provides an active transportation solution that bridges gaps in traditional transit infrastructure. Our service directly results in reduced congestion, improved air quality, and greater physical activity. Responsibilities included:

- Oversaw all aspects of Alta Bicycle Share Boston operations and marketing
- Inspired a vision for the team that focused on operational excellence and customer service
- Hired, trained, guided and motivated key management staff.
- Manage multiple subcontracts including state and federal grant compliance.
- Maximize membership revenues and other goals for bike share system working with client
- Develop, execute, and share operational best practices with other bikeshare systems
- Identify and address key strategic barriers and opportunities critical to the success of local operations
- Forecast revenues and expenses, and manage P&L
- Ensure overall success and strong future growth of Hubway in Metro-Boston

ZIPCAR 2004-2011**National Fleet and Operations Manager, University Program at Zipcar** July 2010 - August 2011

I returned home from Chicago to the Cambridge Zipcar office to lead the National University program. Highlights include:

- Managed YOY growth of 50% net schools nationwide and more than 30% increase in revenue
- Restructured existing team of Fleet Coordinators to help scale the operation at aggressive pace
- Developed and executed standardize operations plan across 30+ states and all US time zones
- Instituted a grading system to help identify best and worst performing schools. From there, prioritize our response to the worst as well as export the best practices from the top performers

- Created streamlined communication channels and processes to help cross-functional members of the University team work seamlessly and without duplication of efforts
- Set the team up for success for another aggressive Fall infleet season with planned operations growth of 33% and projected revenue growth of 25%

Manager, Fleet and Operations, Chicago

May 2006 - July 2010 (4 years 3 months)

Relocated from Boston to launch and manage the operation and Fleet team for Zipcar Chicago.

- Identified and prioritized key zones of operation across Chicagoland during launch phase
- Accountable for optimization of both utilization and marginal revenue derived from fleet assets
- Controlled annual parking budget in excess of \$1MM
- Built strong vendor network with a zone-based approach to the city
- Developed cleaning vendor to perform onsite service with 'waterless' wash system
- Hired, trained and motivated operations team of 5 Fleet Technicians and 1 Coordinator
- Conceived, developed and exported to other Zipcar markets SOPs, documents and tools

2 recommendations available on my [LinkedIn profile](#)

Fleet Coordinator, Boston, April 2004 - May 2006

When I joined the Zipcar operations team in 2004, it was unclear if car-sharing could even succeed. But I knew it should and was happy to jump in:

- Coordinated a staff of five employees plus a robust vendor network to perform preventative maintenance, accident repair and roadside assistance
- Managed 360 Zipcars parked around Metro Boston, all duties performed by bicycle
- Initiated and developed vendor relations with a zone-based approach to the city
- Diagnosed mechanical issues and investigated damage to vehicles
- Wrote the playbook for managing a distributed fleet of vehicles, exported to other Zipcar markets

Associated Press, January 2004 - April 2006

Stringer

Covered live news events, press conferences, speeches, rallies, legal proceedings and more for immediate upload to the AP Wire. Work with desk supervisor to ensure breaking news was accurate and timely. My reporting and writing was incorporated into articles more for immediate upload to the AP Wire.

Managing Editor, The Ride Magazine, April 1999 - September 2003

Organize and direct staff of seven plus freelancers to meet deadlines at The Ride Magazine, a Northeast publication covering the bicycle as transportation, recreation and sport from a regional and national perspective. Direct current editorial content and long-term editorial strategy during weekly meetings. Develop content, protocol and procedures for busy website. Screen and interview potential employees/interns. Proofread entire magazine for contextual, factual and spelling errors, including advertisement accuracy. Wrote features, spotlights, columns and local news stories each month.

Education

Merrimack College, 1991-1995

BA, Philosophy/European History

Continuing Courses

UT Austin (via EdX): UT 1.01x Energy Technology and Policy (completed Nov 2013)

Harvard (via EdX): HarvardX PH201x Health and Society (est completion Jan 2014)

Volunteer Experience

WMBR 88.1fm, Cambridge. MIT's radio station:

Fundraising Director:

March 2015 – Present (1 year 11 months) WMBR is an all-volunteer student and community radio station based on the campus of MIT. We are listener supported and each year conduct a one-week fundraiser which raises more than \$100k from roughly 1500 donors on average. As director, I oversaw all aspects of the fundraiser including art and premiums selection, shwag ordering and fulfillment, pledge taker training and related station member meetings to align the team. I spearheaded the transition to a paperless pledge form and brought our systems into the 21st century including PCI compliance for all electronic transactions and updating our database and shipping processes.

OTA engineer/weekly DJ on 'Late Risers Club':

September 2010 - Present (6 years 4 months) On-air host of the Late Riser's Club, an historic radio show focusing on punk rock, new wave, metal and other forms of roud rock. Since 1977, LRC has been a steward 'off the radar' music for the discerning listener.

OTA engineer/bi-weekly DJ on 'BikeTalk':

Co-host of BikeTalk, a one hour bi-weekly radio show discussing the bicycle and its myriad positive impacts on people and places. Industry, policy, racing and more are featured topics for our in-studio guests and listeners who call in.

LivableStreets Alliance, Charter Board Member, current Advisor to the Board

May 2005 - Present (8 years 9 months)

LivableStreets Alliance is a non-profit organization that believes urban transportation has the power to make Metro Boston more connected — and more livable. We challenge people to think differently and to demand a system that balances transit, walking, and biking with automobiles. We promote safe, convenient, and affordable transportation for all users in metro-Boston.

Skills & Expertise

Social Media, Strategic Planning, Team Building, Project Management, Public Relations, Tactical Operations, Public Speaking, Press Conferences, Bicycle Planning, Sustainability, Leadership, Process Improvement, Urban Planning, Marketing