

Dr. William H. Sowell, MBA, PhD Experience Summary

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Dr. Bill Sowell is a global industry leader of Intelligent Transportation Systems (ITS), Connected Vehicles, traffic data analytics and the development of new ITS technologies for more than 30 years in the B2B, B2G and B2C market sectors, with millions of Dollars in P&L responsibility. He is the only industry veteran that has developed and promoted complete ITS system solutions and services in 185 countries on seven continents. He led in the productization and global introduction the very first commercial video-based vehicle detection system in 1991, developed and sold the world's largest ITS systems, Saudi ATVM Phase 1 in Riyadh with 1,600 intersections, and Sheikh Mohd. Bin Zayed City ATMS in Abu Dhabi for >300 intersections. He has held President/Managing Director and senior management positions with such firms as Eberle Design, Swarco AG/ Swarco Middle East, Econolite Group, Iteris, Image Sensing Systems, Peek Traffic, Gridsmart Technologies, TEC Engineering (Saudi Arabia) and Al-Nasr International (UAE). Dr. Sowell currently serves as Senior Vice Chairman of the International Road Federation (IRF), is Founding Chairman of the IRF ITS Committee, and is President of Argonaut International Consulting, Inc. Dr. Sowell is responsible for several strategic alliances and is a well-known professional public speaker and ITS technology instructor. He serves as a member of the Dubai Roads & Transport Authority (RTA) Intelligent Transportation Systems Technology Advisory Board, former Special ITS Advisor to the Saudi Ministry of Transport, and former member of the NEMA Board of Governors. Dr. Sowell holds MBA and PhD degrees in Business/Management from the University of Southern California and MBA and PhD degrees in International Marketing from the University of Oklahoma.

Corporate Management & Leadership

- **President- Argonaut International Consulting, Inc., Phoenix, AZ May 2020-Present**
 - Intelligent Transportation Systems (ITS) & Connected/Autonomous Vehicle (CAV) consulting
 - Provides educational programs on ITS, CAV, sales acceleration and global exporting
 - Provides sector marketing intelligence for Private Equity, Venture Capital and research firms
 - Provides leadership for Mergers, Acquisitions and due diligence in ITS and CAV markets
 - Provides individual and group training/coaching sessions on effective public speaking skills
 - Provides consulting services for data analytics, Data as a Service and Mobility as a Service firms
 - Provides professional public speaking marketing services for industry Subject Matter Experts
 - Provides ITS and public transit sectors mitigation advice for regional and global pandemics
 - A privately held Delaware Corporation, registered to do business in the US and overseas
- **President- Eberle Design, Inc., Phoenix, AZ May 2019- May 2020**
- **Vice President, Business Development- Eberle Design, Inc., Phoenix, AZ Apr 2014-May 2019**
 - Global industry traffic control ISO9001:2015 mission critical electronics leader for >40 years
 - World's largest manufacturer of traffic control electronics >5 million devices operational
 - **Full P&L responsibility for a >150 FTE US\$38 MM traffic control electronics manufacturing firm**
 - **First to demo dual-mode simultaneous DSRC/5G transceiver functionality globally for C-V2I**
 - Managed the iCITE® Data Aggregator® program and relationships with strategic alliances
 - Responsible for company sales growth of >50% from 2014-YTD2020 with >600 SKUs
 - Posted record sales and profits for CY2019 and Q1 2020 during the 2020 COVID-19 event
 - Firm held >95% market segment for intersection safety monitors in US and Canada
 - Firm held >24.3% global market segment for inductive loop-based vehicle detection
 - Firm sold to all US and Canadian based OEMs and traffic control electronics distributors
 - Managed a global traffic control and parking/access network of >180 distributors
 - Co-inventor two (2) U.S. Patents related to traffic data analytics and C-V2I / C-I2V operations
- **Vice President-Sales/Marketing, Roadway Sensors- Iteris, Inc., Santa Ana, CA Oct 2012- Apr 2014**
 - **P&L responsibility for \$32 MM roadway sensors division of a \$65 MM (NASDAQ: ITI) firm**
 - During tenure became the global market sector leader in video vehicle detection sales
 - Achieved 22% division sales increase and 38.1% gross margin increase in 19 months
 - Personally managed direct sales staff of 20, and global network of 26 exclusive distributors
 - Increased the global distribution network by 33%, establishing three company sales records
 - Responsible for ISO9001 and SOX division compliance
- **Executive Vice President- (Aldis) Gridsmart Technologies, Knoxville, TN Feb 2011-Sep 2012**
 - **P&L responsibility for a VC-backed 2010 start-up which was sold to Cubic Corp. in Jan 2019**
 - Established an exclusive distributor network in 35 states & 30 countries in 18 months
 - Increased gross revenue by 265% during initial 12 months at company
 - Played a key role in the market introduction of a fisheye lens video vehicle detection system

Corporate Management & Leadership (continued)

- **Managing Director, Middle East-Swarco Middle East/Swarco AG Mar 2010- Feb 2011**
 - Established full-time operations in Dubai, United Arab Emirates & Riyadh, Saudi Arabia
 - **Full regional P&L responsibility for revenue and EBITDA performance**
 - Personally responsible for the development and >US\$60 MM sales of Swarco ITS systems
 - Saudi ATVAM Project (US\$40 MM) & Mohd. Bin Zayed City, Abu Dhabi (US\$20 MM)
 - Obtained product type acceptance from 6 major Middle East traffic agencies in 9 months.
 - Obtained major sales successes in Riyadh & Qassim, Saudi Arabia and Abu Dhabi, UAE
 - Developed and managed an exclusive Swarco Middle East network of 10 distributors
 - Served on Swarco Advisory Board leading innovation of a >US\$550 MM global market leader
 - Reported directly to Swarco Founder, Manfred Swarovski (Chairman of Swarovski Holdings).
- **Chief Executive Officer, Al-Nasr International LLC, Al Ain, United Arab Emirates Oct 2008-Feb 2010**
 - **Full P&L responsibility for a >300 FTE US\$46 MM privately held traffic signal and civil contractor**
 - Provided 24/7/365 traffic signal contract operations for Al Ain, United Arab Emirates
 - Exclusive Middle East distributor for Eberle Design, Econolite, and Wavetronix traffic systems
 - Increased revenue >16% in first 12 months. Increased EBITDA >4.5% in 14 months as CEO
 - Honored as “Econolite International Distributor of the Year” in 2008 and 2009
- **International Development Officer- TEC Engineering, Riyadh, Saudi Arabia Feb 2008-Sep 2008**
 - Managed Saudi-based office of Ohio-based professional traffic engineering services firm
 - Personally secured >US\$6.5 MM in new consulting services contracts in seven (7) months
 - Served as “Special Advisor for ITS” to the Saudi Ministry of Transport’s Deputy Minister
 - Introduced advanced ITS technologies to Saudi Arabia, Oman, Bahrain, Kuwait and UAE
- **Director-International Business- Econolite Group/Econolite South America Jun 2005-Feb 2008**
- **Director-Product Management- Econolite Group, Inc., Anaheim, CA Mar 2002-Jun 2005**
 - Responsible for all non-US & Canadian sales of >US\$100 MM traffic control electronics leader
 - Developed new full-service exclusive distributor sales networks in 37 countries- Middle East, Latin America, Caribbean, China, Africa and Russian Federation
 - Produced record international sales growth in 15 months >2,000% YOY as Dir.-Int’l. Business
 - Implemented product suite training programs for systems, controllers, cabinets & detection
 - Increased video vehicle detection sales (Autoscope) by >192%, and margins by 9.1% in 3 years
 - Personally responsible for developing long-term industry alliances (Wireless Technology, Inc.)
 - Served as primary company interface with strategic partner- Image Sensing Systems, Inc.
 - Served on the Board of Directors of Econolite South America based in Santiago, Chile
- **Vice President-Business Development- Image Sensing Systems, Inc., St. Paul, MN Dec 1999-Mar 2002**
 - Led a US\$10 MM publicly traded (NASDAQ: ISNS) firm with a >31% EBITDA increase in 2 years
 - Managed 12 direct reports with >90 full-service distributors worldwide
 - Developed & implemented video detection hardware and software global marketing programs
 - Responsible for early market expansion into Europe, Latin America, Asia & Middle East
 - Co-developer of innovative cellular telephone jamming device for law enforcement & military
 - Played a key role in development of WTI “Sidewinder” pan/tilt/zoom 360-degree CCTV camera
- **Vice President-Marketing- Peek Traffic Systems, Inc., Tallahassee, FL Mar 1994-Dec 1999**
 - Led global marketing and Peek VideoTrak video detection programs for US\$34 MM firm
 - Firm was the US and Canadian market leader in systems, cabinets, and controllers
 - Firm was publicly traded (FTSE: PEEK and NYSE: TMO) with Peek, Inc. and Thermo Electron
 - Played a key role in company five-year sales growth of >240% in systems, cabinets & detection
 - Personally generated >US\$19 MM in VideoTrak video detection sales in four years
 - Managed global sales team of 30 direct and exclusive full-service distributor network of >150

Corporate Management & Leadership (continued)

- **President & General Manager- Peek Traffic, Inc., Sarasota, FL Dec 1992-Mar 1994**
 - Full P&L responsibility for 52 FTE >US\$10 MM traffic control electronics manufacturing firm
 - Global market leader with portable traffic counters & classifiers and weigh-in-motion solutions
 - Global market leader with inductive loop-based vehicle detection with >70% market segment
 - Led Engineering, Manufacturing & Business Development to a 17.5% YOY EBITDA increase
 - Posted greatest sales and profits in company's 26-year history, (prior Sarasota Automation)
 - Led company through industry first achievement of ISO-9001 quality system registration
- **Director, Machine Vision- Econolite Control Products, Inc. Anaheim, CA Apr 1991- Dec 1992**
 - Productized and globally launched the industry's first commercial video vehicle detection system
 - Captured >US\$1 MM in Autoscope product orders prior to shipment of the first Beta units
 - Complete product management responsibilities for Autoscope -2001, -2002, -2003, -2003LE, Autoscope Solo and Autoscope Solo Pro. Trained >50 direct staff and >100 distributor staff
 - Responsible for new market creation and product sales of >US\$6 MM in 20 months

Innovation

- **Co-Inventor-** US Patent # US 10,535,259 B2 "**Traffic Monitor & Method**" issued 14 Jan 2020- EDI
- **Co-Inventor-** US Patent # US 10,210,753 B2 "**Traffic Monitor & Method**" issued 19 Feb 2019- EDI
- Played key role in the development of Iteris NEXT generation video vehicle detection products
- Played key role in the early evolution of Gridsmart fisheye video vehicle detection systems
- Responsible for specification development and program management for Peek VideoTrak -900, -901
- Played key role in the development of Autoscope models -2001, -2002, -2003, -2003LE, Solo & SoloPro
- Major role in development of Peek ADR (Automatic Data Recorder) at Peek Traffic (Sarasota)

Industry Leadership

- 2019—2021 Senior Vice Chairman, Executive Committee- **International Road Federation**
- 2010-2021 Founding Chairman- **International Road Federation (IRF) ITS Committee**
- 2019- May 2020- Member- **National Electrical Manufacturers Assn. (NEMA) Board of Governors**
- 2019- May 2020- Vice Chairman- **NEMA 03-TS Traffic Signals Committee**
- 2018-May 2020- Chairman- **NEMA TS-9 Performance Measures Standards Committee**
- 2000- Present- Expert Transportation Council Member, (**GLG) Gerson Lehrman Group**- New York City.
- 2019-May 2020- Vice Chairman- **American Traffic Signal Safety Assn. (ATSSA) Traffic Signals Committee**
- Dec 2015- Instructor-**International Road Federation Basic & Advanced ITS Courses**, Riyadh, KSA
- Industry/Professional Association Memberships: International Road Federation, ITE, IMSA, IEEE, ASQ, ASIS, AFCEA, ITS America, American Marketing Association, California State Firefighters Association, LA County Lifeguard Alumni Assn.
- 1996-1999- EMS Commissioner- Member-Leon County (FL) Emergency Medical Services Commission, Tallahassee, FL
- Past Industry Speaking Engagements Worldwide >25 years: IRF World Meetings, IRF Regional Congresses, Transportation Research Board, Intertraffic, Intertraffic Asia, Intertraffic Istanbul, Intertraffic Mexico, ITS World Congresses, ITS Australia, ITE Annual Meetings, IMSA Annual Meetings, Saudi Traffic Safety Conference, Oman Traffic Police Safety Conference, ITS China

Key Competencies

- Professional persistence with attention to detail
- Empowered team-oriented hands-on management with transparency and effective communication
- Expedited sales results and profit generation- with a sense of urgency & smart cost savings
- Corporate management- manufacturing (mission critical devices) and services sectors
- B2B/B2G/B2C business development, sales management and growth of global distribution/sales networks
- Global Subject Matter Expert (SME) in Intelligent Transportation Systems, CAV and vehicle detection
- Development of corporate intellectual property strategy and protection for maximized value
- Development and implementation of technical training programs on systems, devices and software
- Development and implementation of sales and effective public speaking training programs
- Development and implementation of global exporting/sales of systems, electronics, software, hardware
- Developed, led and implemented global strategic planning for Econolite, Swarco AG, Iteris, Image Sensing Systems
- Leading teams conducting acquisition or divestment through the due diligence or merger process
- >15 yrs. professional experience in Emergency Medical Services, fire service and ocean lifeguarding
- Trained more than 17,500 persons in CPR and First Aid for American Heart Assn. & American Red Cross
- Superior (highly technical) written, interpersonal, leading cross functional teams and public speaking
- Experienced with live television and radio interviews (Fox News, CNN, Voice of America, BBC, others)
- Experienced in conducting annual stockholder meetings and investor relations for publicly traded firms
- High computer competency- Multiple CRM and MRP systems, PC and MAC, Office software suite
- Valid US Passport with current business visas for Saudi Arabia, Russia, Brazil and Australia
 - No travel restrictions. International business travel averaged >250K miles/year for >20 years
- Inactive US Security Clearances (Secret) with DISCO, US DOT and DHS

Education

- 2004-2019- Multiple courses in Kaizen, Lean and Six Sigma electronics manufacturing & quality
 - Six Sigma Green Belt- **Econolite Control Products, Inc.**- 2004
- May 2003- **MBA & PhD (International Marketing) University of Oklahoma**, Norman, OK
 - Graduated Summa Cum Laude 4.0 GPA
- May 1996- **Executive Communications Seminar, Buckley School of Public Speaking**, Camden, SC
- June 1990- **MBA & PhD (Business Management) University of Southern California**, Los Angeles, CA
 - Graduated Cum Laude 3.5 GPA
- June 1981- **BA (Communications/Advertising) California State University, Dominguez Hills**, Carson, CA

