



## URBAN RAIL CONSULTING & STRATEGY INC.

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Ron has over 38 years of international transit experience with a focus in Signaling and Automatic Train Control, including Communication Based Train Control project development, and Project Management. Ron has worked on transit projects in Europe, Nordic Region, Middle East, Asia, including China, Korea, and Japan, and North and South America. Ron has helped customers develop a “Partnering Plan” to help guide the Project and keep it on schedule and on budget. Ron has many years of experience in working with Customers and its consultants to implement the project.

### **Ron Lawrence(Pittsburgh-Based)**

### **Areas of expertise: Strategy, Signaling Project Development and Project Management**

Born in Gulfport, Mississippi, Ron spent most of his 38-year Transit career working with Westinghouse and Bombardier Transportation on international mass transit, light rail, commuter rail and people mover project development and implementation (Project Management). Ron is a good team player and is entirely customer focused. His goal is to work with the customer to successfully implement the project. His goal is to make it a win-win for both parties.

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### **EDUCATION**

- BSc Electrical Engineering, University of Detroit – Detroit Michigan
- BSc Math and Physics – Xavier University, New Orleans Louisiana
- Languages: English

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### **EXPERIENCE**

- Turnkey Rail Systems: Including rolling stock, signaling and other electro-mechanical systems for metro, monorail, suburban and light rail applications (Bombardier Transportation).
- Urban Rail Signaling: advanced CBTC-based signaling for Metro, light rail, monorail, and people mover applications (Bombardier Transportation and Thales Canada Transportation Solutions).

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### **CORE SPECIALTIES**

- Marketing and Sales: Market and opportunity assessment, business development, communications, channel management, technical sales.
  - Commercial Leadership: Strategic partnerships, competitive assessment, capture plan development, contract negotiations and project execution.
  - Strategic Planning: Mergers and Acquisitions (M&A), innovation and Six Sigma.
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