



URBAN RAIL CONSULTING & STRATEGY INC.



Based on the Alberto's broad experience, he has joined Urban Rail Consulting & Strategy Inc., with the objective to collaborate in supporting companies in the pursuit and capture profitable projects in the mass transit / rail transportation segment. Alberto's expert collaboration will focus on the definition of the rolling stock technology, early identification of strategic partnerships and development and implementation of the total transportation project, commencing at bid preparation, bid submission, and evaluation and definition of all manufacturing-related activities including performance and testing and commissioning and after sales Service.

ALBERTO PARRA-SANCHEZ

Principal Associate

Born in Pachuca Mexico, Alberto is a highly motivated executive with over 35-year mass transit experience in engineering, manufacturing, after sales service, testing and performance evaluation of the rolling stock, empowering, developing and mentoring high-performance teams. Alberto is an adaptive communicator, from board-level discussions to shop floor dialogue. He possesses a reliable worldwide network, built on deep understanding of the international urban transportation sector.

EDUCATION

- BSc Industrial Electrical Engineering, Tecnológico de Pachuca - México
- Business Management Diploma
- Languages: Spanish and English

EXPERIENCE

- **Transportation Systems:** Development of seamless interfaces with the signaling and other electro-mechanical systems, such as the train to wayside communications, for Trolley buses, metro, monorail, suburban and light rail applications, including the modernization of the old legacy systems.
- **Manufacture of Rolling Stock:** Advanced Engineering, Engineering, Manufacturing, Testing and after sales services for the Trolley buses, Metro, light rail, locomotives and people mover applications.

CORE SPECIALTIES

- **Engineering:** Advanced engineering (technical bid issues) technical specifications preparation and proposal evaluation, systems and production engineering (entire manufacturing issues)
 - **Marketing and Sales:** Technical sales (including technical conferences), advisory services on business opportunities, and regional and Country-specific rail market forecasts.
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