

The Technology Commercialization Speaker Series

Wednesday, November 17, 2010 @ 4pm – Civil Engineering Conf. Rm.



Neal Campbell, CEO
TrafficCast
Madison, WI

“Wireless Technology Impacts on Traffic Gathering and Dissemination”

TrafficCast, an innovator in travel time forecasting and traffic information, was launched in 1997 by former students, Bin Ran and Connie Li, of Transportation Center affiliated faculty member, David Boyce. The company's founders and senior management team have deep experience in traffic management systems, traffic flow theory and probe data technologies, as well as mobile services, digital content and media marketing. TrafficCast analyzes real-time data from expressways and major arterials as well as information from secondary and tertiary roadways, weather conditions, roadway incidents and events, construction, historical traffic patterns and more in order to provide the most accurate traffic information and travel-time forecasts available. The company is based in Madison, Wisconsin, with offices in Chicago, Philadelphia, Atlanta and Shanghai.

Neal Campbell joined TrafficCast in September 2008 as Chief Executive Officer. He is a mobile industry veteran with more than 20 years of industry experience. Most recently, he served as executive vice president and general manager of Strategic Marketing and Next Generation Products at ISCO International, a leading supplier of software-based, adaptive filtering products for the wireless industry. Previously, he served 16 years at Motorola Corp. in engineering, marketing and executive management roles. He led its emergence in software-based, location-based services offerings in their mobile device and Telematics business units. As vice president and general manager for GSM Portfolio Management and Marketing in Motorola's Mobile Device business, Neal oversaw product portfolio selection for its \$10 billion-plus GSM cellular device business. Working with customers, product development and marketing, his team created compelling product roadmaps for 80 percent of Motorola's mobile-device business in the highly competitive consumer market. Neal holds a Bachelor of Science degree in electrical engineering from Bradley University and a Master of Science degree in management from the Kellogg Graduate School of Management at Northwestern University.

Please RSVP to Rachel Miller @ Rachel-miller@northwestern.edu