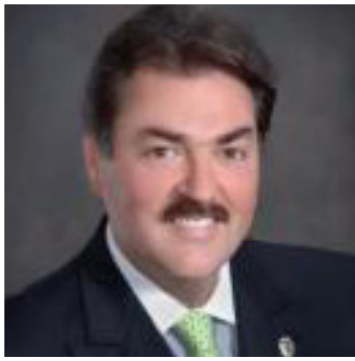


CISCO EXECUTIVE TALK

“The impact of technology on transport today, its bearing on the future and how this should influence decision-making and planning.”

Public Lecture



BARRY EINSIG

Global Transportation Executive for Cisco's Vertical Solutions Group

Barry Einsig is the Global Transportation Executive for Cisco's Connected Industries Group, responsible for two market categories: Transportation and Public Safety Communications. With a broad experience in the Transportation market, Barry has been in the industry for over 11 years serving in a variety of roles providing wireless communications networks, video, security and life safety systems for Transportation networks. Some of the authorities Barry has worked with include the Washington Metropolitan Area Transit Authority, MTA Maryland, SEPTA, AMTRAK, DART, PA Turnpike, Penn DOT as well as others. Barry is an active member of the American Public Transportation Association, Association of American Railroads Wireless Communications Committee, and the Intelligent Transportation Society of America. Within APTA, he is Wireless Communications Committee Chair and the Research and Technology Communications Subcommittee Past Chair. Barry is also active in the Transportation Sector Coordinating Council, APTA Security Standards development, and the Committee on Public Safety.

He served as a member of the review panel for TRB project C-18, and serves as Chair for the Joint Council on Transit Wireless Communications.

For the Intelligent Transportation Society of America, Barry Chair's the Transportation Management Forum, is an active member for the Business Leadership Council, Public Safety Council, and Public Transit Council. Finally, Barry is a Board member for The Infrastructure Security Partnership.

Barry earned a BA in Environmental Biology from Juniata College and has written for many industry publications including:

- Passenger Transport
- Mass Transit Magazine
- Traffic Technology International

Barry has presented at International Conferences such as IWCE, APCO, ITSA, APTA, and ITS World Congress, on topics including security, wireless communications networks and Intelligent Transportation Systems.

Date: Tuesday, 8 March

Time: 2:00-3:15pm

Venue: PAR-Kwong Lee Dow-230 (Theatre) 234 Queensberry Street, Parkville

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Map Ref: https://maps.unimelb.edu.au/parkville/building/263/room_230

