



June 7, 2012

Transports Publics 2012, the European Mobility Exhibition

Five European “Talents” honoured for their professional attributes and commitment to sustainable mobility

The Talent in Mobility awards were presented on Thursday June 7 during Transports Publics 2012, the European Mobility Exhibition. The aim of the Talent in Mobility awards is to honour women and men from across Europe who contribute to the growth of public transport and sustainable mobility. Five professionals from four different countries received awards for their skills, commitment and accomplishments in favour of sustainable mobility.

The panel, made up of journalists from the trade press in Europe (*New Transit, OV Magazine, Pullman, Viajeros*) and a French expert, selected four award-winners, one in each category: the best young ‘Talent’, the best project manager, the best manager, and a special career service award. Internet users also played their part, with their ‘Talent’ elected following online voting for each of the candidates.

The five winners are as follows:

Best young “Talent”:

Paola Arellano, Architect and project manager at Systra – France

Paola Arellano has played an active part in major projects relating to urban mobility, a key issue in building the successful cities of the future: these include the Hanoi and Panama metros and the forthcoming Nice tramway. She also had responsibility for the feasibility study for an MRT network, particularly the technological risk management aspect, in Mecca, Saudi Arabia. The project has resulted in complete client satisfaction and construction of the first phase of the network.

Best project manager:

Alex Hornby, Commercial Director, Trent Barton – UK

After becoming Operations Manager at the age of 24, Alex transformed SolentBlueLine from a £500 million-a-year loss maker into the award-winning, sustainably profitable firm Bluestar. At the age of 28, he became Commercial Director for UK’s leading bus operator Trent Barton. During his two-year tenure, he embarked on an ambitious strategy of customer acquisition, growing demand for bus usage by over 30% on a number of routes.

Best manager:

Jean-Luc de Wilde d'Estmael, head of strategic planning for European projects for STIB (Syndicat des Transports Intercommunaux de Bruxelles) – Belgium

An economist and legal specialist, Jean-Luc set up the non-profit group Pro Velo in 1992. It has since gone on to become one of the largest bike advocacy groups in the world. After joining STIB in 2005, he was put in charge of strategic planning. He drafted the management contract with the Brussels Region as well as coordinating the company plan, structured around the three pillars of sustainable development. He submitted (and obtained) two major EU-funded projects: "TramStore21", building sustainable tram depots for the 21st century, and "Ticket to Kyoto", a dynamic, innovative, strategic and impactful project to cut public transport CO₂ emissions.

Special career service award:

Derek Lott, Managing Director, Bournemouth Transport Ltd – UK

Derek Lott is a transport professional with over 40 years' experience in the UK bus industry. He started out in 1971 as a London Bus Driver and is currently the Managing Director of Bournemouth Transport Ltd, which trades as Yellow Buses. When he became Managing Director of Bournemouth Transport in 2005, the company was a loss-making business. Thanks to his skills and abilities, it has now become an award-winning, profitable company that has seen revenue grow by 66% and passenger numbers increase by 55%.

Web Users' Award:

José Pires Da Fonseca, CEO, Veolia Transdev – Portugal

José Pires da Fonseca has played a major role in the changes that have affected the public transport market in Portugal over the past decade. In line with his core convictions, in 2006 he launched Tarkago, the first private rail freight operator on the Iberian peninsula, defending his vision of intermodal, global and sophisticated transport. Since joining Veolia Transdev in 2011 to expand the group's business in passenger rail transport in Spain and Portugal, he has continued on an entirely consistent career path, guided by his commitment and determination.

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