

**PM 3: Next Gen Mobility in a Shared Economy World**  
*Magic Kingdom Ballroom 3*

**MODERATOR**



**Borja Leon**

*Transportation Director, Office of Los Angeles Mayor Eric Garcetti*

Borja is currently the Transportation Director for Los Angeles Mayor Eric Garcetti. He also served as Deputy Mayor for Transportation for former Los Angeles Mayor Antonio Villaraigosa. He began his career in transportation as a civil engineer working on major highway, rail and port infrastructure projects with AECOM. As a State of California Department of Transportation (Caltrans) employee, Borja was involved in project planning, development and engineering for major highway and interchange projects.

Borja is a Registered Professional Civil Engineer in the State of California and Arizona. Borja holds a Bachelor of Science degree in Civil and Environmental Engineering from the University of California-Davis. Currently, he is responsible for developing and implementing Mayor Garcetti's transportation agenda at the Los Angeles County Metropolitan Transportation Authority (Metro), as a Board member of the Southern California Regional Rail Authority (Metrolink), and the Los Angeles Department of Transportation (LADOT). He is a lifelong user of public transit and he is a frequent customer of the growing Los Angeles transportation network.

**PANELISTS**



**Christopher Ballard**

*Southern California General Manager, Uber*

Christopher is the General Manager for Uber's Southern California operations. He began his career with Uber by launching new cities across the USA, Europe and Australia, after which he assumed the General Manager role for San Diego. While in San Diego, he assumed responsibility for Utah, Hawaii and Baja California, Mexico. He is currently responsible for the Los Angeles operation as well as all other Southern Californian cities.



**Emily Castor**

*Director of Transportation Policy, Lyft*

As a member of the original Lyft team, Emily has been on the front lines of ridesharing policy since the birth of the industry. She leads Lyft's partnerships with transportation agencies across the United States, integrating Lyft as a last-mile connection to public transit and a viable alternative to car ownership. Emily started her career as a transportation policy aide for a U.S. Congresswoman and later served as a financial advisor for municipal infrastructure projects. She holds an MPA from the University of Pennsylvania.

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**Danielle Grossman**

*General Manager, Southern California, Zipcar*

As General Manager for Southern California, Danielle joined the Zipcar team in 2011, and played a vital role in launching the Los Angeles and San Diego markets. In her current role, she is responsible for setting the strategic direction and continued growth for the Southern California region, which includes Santa Barbara, Los Angeles, Orange County and San Diego. She has developed key partnerships with universities, private developers, non-profit organizations and various cities and agencies, including the City of Los Angeles, City of West Hollywood, City of Pasadena, City of Santa Monica, Los Angeles Metro and the City of Santa Diego.

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Prior to joining Zipcar, Danielle held management roles with Whole Foods and Glendale Memorial Hospital, where she led marketing and communications strategies and implementation. Danielle is also an alumnus of Loyola Marymount University, holding an MBA in entrepreneurship and marketing.



**Ann Muenster-Nuiry**

*Vice President, State and Local Solutions, Xerox*

Ann serves as Xerox State and Local Solutions Client Executive/ Business Development Vice President for the Western Region concentrating on transportation opportunities. As the senior level executive in the region, Ann plays a key role for as client executive for Xerox's strategic competitive parking and mobility business and assists all Transportation Group managers in the region, providing overall client development, operational leadership and political strategy for public sector clients with a particular emphasis in Southern California. Ann is responsible

for driving innovation, sales, creating new opportunities, establishing, developing, and maintaining relationships with internal and external customers at all levels for Xerox State and Local Solutions.

Prior to her sales positions, Ann was Vice President of Operations for the Los Angeles region with annual sales of over \$19 million. Ann had overall responsibility for violations processing contracts including: profit and loss, contract performance, system and service responsibilities and marketing. She handled day-to-day operations, contract negotiation, subcontractor management, and customer relationships. During Ann's tenure as Vice President, Xerox won multiple competitively bid procurements for the City of Los Angeles and Los Angeles County Sheriff's Parking Citation Processing and Collections contract, and grew the business with new contracts with the cities of West Hollywood, Santa Monica and Beverly Hills, California.

She has managed large staff operations and shares her enthusiasm for hard work and customer service excellence with all Xerox staff. She has been responsible for marketing the company's processing services to large municipalities around the country and the world. Ann's international marketing experience includes marketing company transportation services in Cordoba and Buenos Aires, Argentina, Santiago, Chile and Mexico City, Mexico.

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**Gustavo Occhiuzzo**

*CEO, Green Commuter*

Gustavo has been an entrepreneur since the age of 18. Mostly in the service industry, he has developed vast management skills and strategic planning knowledge. With 23 years of experience as head of multiple companies, he is currently CEO of Green Commuter, the first Zero-Emission Vehicle vanpool service that is in the process of reshaping how Californians commute to and from work, all while improving mobility options through a car share and fleet replacement component of the system.