

Mr. Russell Shields has a 40-year track record of starting successful businesses that define new industries.

He is now leading companies that are expanding ITS into connected multimedia in automobiles and the adaptation of advanced ITS technologies for electric vehicles.

He has been involved in ITS since the founding of Navteq, the map database company, in 1985. He was a leader in the Mobility 2000 movement in the U.S. in the late 1980s.

He was a founding Officer and Director of ITS America.

Mr. Shields was part of the group that conceived the ITS World Congress. He served as Program Committee Chair of the first ITS World Congress in Paris in 1994, and he served as Chair of the 1996 ITS World Congress, the first to be held in the Americas.

He has been a member of the ITS World Congress Board of Directors since its inception, and he is one of few people who have attended all ITS World Congresses.

He has been honored with the Society of Automotive

Engineers' SAE-Delco Electronics Intelligent Transportation Systems Award for distinguished service to the ITS industry, as an SAE fellow, as a member of the inaugural class of ITS America's Hall of Fame, and as a Distinguished Alumnus in Entrepreneurship by the University of Chicago's Booth School of Business.