

PRESS RELEASE



## Nat Parker joins TTS as its new Chief Operating Officer

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February 1, 2021

BEAVERTON, Ore. – Traffic Technology Services, Inc. (TTS) - a leading provider of connected car and autonomous vehicle technologies, is pleased to announce that Nat Parker has joined the company as its new Chief Operating Officer (COO).

Parker, a nationally recognized leader in urban mobility, joins TTS after having served as CEO of Portland-based GlobeSherpa, the nation's leader in mobile ticketing for public transit, which he sold to Daimler in 2015. Under Daimler, Parker merged the startup with Austin-based RideScout to form moovel North America, a global innovator in multi-modal software to connect all forms of urban transport. For the last two years Parker has run Pondero Group, a consulting firm advising companies on strategy for mobility and payments.

“At TTS we are working to enable every vehicle on the road to move more safely, more efficiently, and ultimately to make cities move faster,” said Thomas Bauer, CEO of Traffic Technology Services. “We are thrilled to have Nat join our team and help us grow the business to the next level.”

“TTS has built a platform that scales to the incredible opportunity in connected mobility,” said Parker. “The technology saves lives, saves fuel, and has the potential to be a cornerstone for personal drivers, fleet services, and autonomous transportation. I am excited to be a part of such an innovative team.”

**About Traffic Technology Services, Inc.**

TTS is a technology company and information service provider for connected vehicle applications. The Personal Signal Assistant® cloud-based solution, patented prediction process, industry standard definitions, and comprehensive deployment allows for immediate vehicle-to-infrastructure (V2I) integration and applications. TTS is based in Beaverton, Oregon; TTS Europe GmbH, a wholly owned subsidiary, is headquartered in Munich, Germany. For more information, visit [www.traffictechservices.com](http://www.traffictechservices.com).

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