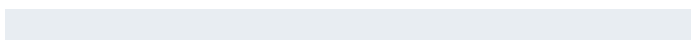


Building a transit vertical around reliable bus service

SIGNED ANNUAL CONTRACT VALUE

AT TRANSIT LAUNCH



\$0

THREE YEARS LATER



~\$5M

MARKET OPENING

COVID threatened our trucking, OEM, and defence relationships. I identified NYC MTA's rider-experience initiative, reframed our pitch around reliable bus service, and won a large pilot. I then took that positioning to other transit agencies, helping secure ten more paid pilots.

CREATE MORE VALUE

Transit teams saw buses daily; trucking fleets often saw trucks months apart. I helped shift Repair Plans from months-ahead warnings to days-ahead actions, enabling teams to address upstream faults before they caused larger failures.

PRICING POWER

I used strong pilot results to set transit pricing at roughly 2× trucking per vehicle. When customers accepted that rate without pushback, I tested higher prices and ultimately settled at roughly 3× the trucking rate.

SCALING THE MODEL

I built the transit pitch and paid-pilot process, then handed pilot and account management to the team. Once the sales approach was repeatable, I shifted new-pilot sales to the team too. I stayed focused on evaluation design and customer problems that still needed a playbook.