

**Friday 31 March (Day 2) – Session 5 – 11:45hrs**

**Who's in the driving seat? Us or tech?**

ChatGPT, autonomous vehicles and living on our phones. The media narrative continues to assert that tech is the future. Our panel takes a look at operations, vehicles and the link to the customer and predicts where the future lies, while asking: Is industry driving tech? Or is tech driving industry?



**Speaker: Tim Deakin, Chair, Editor, Route One**

Tim Deakin has been part of the coach and bus trade media since 2013 and Editor of routeone since 2018. His career in the sector began as a bus driver with First Potteries before a spell spent in the haulage segment. In addition to editing the industry's leading print and web title, Tim also co-hosts the routeone Awards, which is acknowledged as the coach and bus Oscars.



**Speaker: Jemma James, Managing Director, Trutac**

As Managing Director of TruTac, Jemma is passionate about logistics, technology, and road safety.

With over 15 years industry experience, Jemma's key focus is around harnessing the latest tech to deliver meaningful data for efficient and safer fleets.

'Big Data' provides Government bodies and Trade Associations critical information for future policy decisions on transport and planning.

Jemma has a strong interest in both Greenification and promoting diversity within the industry to attract and retain talent.



**Speaker: Richard Blackburn-Hughes, Chief Commercial Officer, Ticketer**

Richard joined the Ticketer Group in 2021 to take responsibility for the Group's strategic partnerships and acquisitions. He has become a familiar face in the industry as part of his quest to shape Ticketer's partnership programme, to offer more value and opportunities for operators and local authorities. Richard is a self-confessed public transport enthusiast and has demonstrated a real passion for the industry. In fact, Richard's role expanded to Head of Commercial in 2022 so that he could spend time travelling around the UK to meet with more Ticketer customers.



**Speaker: Phil Fletcher, Product and Sales Development Manager, Volvo Bus UK & Ireland**

Phil Fletcher has over 40 years' experience with Volvo working 20 years in the Volvo Truck & Bus dealer network, and 21 years with Volvo Bus UK market headquarters based in Warwick. Phil has spent most of his Volvo career in a technical role but also worked for 10 years at the forefront of bus sales as Fleet Sales and Key Account Manager covering the UK's southern regions including the whole of London.

Phil's current role in Volvo is primarily to develop bus & coach products and strategy according to market requirements, and to enhance and support all sales activities whilst focusing on the legal and future direction of the industry and is looking forward to sharing some insight into Volvo's future vision.

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