OUR TEAM

DAVID REED

Micromobility Advisor

dreed@speckdempsey.com

David Reed has worked in the shared mobility and micromobility industry for a decade as a growth leader and advisor to many startups on strategy, marketing, and business development. He studied urban planning and public policy and partners with real estate developers and campuses that are looking to reduce parking and car use and prioritize active and sustainable transportation. His expertise includes TDM (Transportation Demand Management), project management, mobility system planning and implementation, and communication with multiple groups of stakeholders. He is an entrepreneur, coalition builder, problem solver, and naturally curious.

Select project experience includes work completed as a member of SustainMobility.

EDUCATION

Temple University
Philadelphia, PA
BA, 2007

EXPERIENCE

SustainMobility
Founder & Principal,
2021 – present

Ridy, Inc.
Advisor & Consultant,
2024 – present

ActiveScore & ModeScore
Consultant,
2022 – present

Plus Rides, Inc.
Advisor & Consultant,
2023 – present

Spin
Advisor & Consultant,
2020 – 2021

Zagster
Director of Sales & Partnerships,
2015 – 2020

SELECT PROJECT EXPERIENCE

New Program/ Partnership Development
Auburn University; Brown University; Colorado State University; Dartmouth College; Indiana University; Princeton University; The Pennsylvania State University.

Relationship Management, System Expansion, and Marketing
Ohio State University; Oregon State University; Purdue University; The University of Akron; The University of Central Florida.

Micromobility Studies
University of Alabama Comprehensive Campus Micromobility Proposal & Toolkit