

OUR TEAM



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.

DAVID REED

Micromobility Advisor

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484.269.7335

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