

Waves Ahead Annual Conference 2016 - Re-thinking Transport Speaker Biographies



Gordon Frost has been Operations Director at Stagecoach South since June 2015. His area covers West Sussex, Hampshire and Surrey.



Graeme Risby is the co-founder and CEO of [HiyaCar](#). Simply put, HiyaCar is the Airbnb for motor cars with all the insurance barriers overcome, matching car hirers with car owners and changing the way we use cars forever. Graeme is a social entrepreneur who believes strongly in using technology and peer-to-peer networks to improve people's lives, make new friends and bring communities together.



Dr Rachel Aldred is a Reader in Transport at Westminster University and specialises in cycling. Her work won the 2016 ESRC Prize for Outstanding Public Policy Impact. She has published widely in academic journals and her work has been featured in the practitioner and popular press. One of her current projects is the DfT-funded Propensity to Cycle Tool: www.pct.bike .