



WEBINAR SERIES

ROAD SAFETY CHALLENGES IN INDIA AND PREPARATION OF AN ACTION PLAN



12th Webinar on Sustainable Development with Road Safety

On Wednesday, 15th DECEMBER 2021, 16:30-18:45 hrs (IST)



Ms. Estibaliz Barañano

Director General of ASIMOB
**Technology as Enabler for
Sustainability in Mobility &
Road Safety**

Estibaliz Barañano holds a M.Sc. Telecommunication Engineering degree and has an Executive-MBA. She started her career in Ericsson, and then launched a RF consultancy firm as an entrepreneur. Before joining ASIMOB as General Manager in 2019, she worked for 15 years in the R&D department of Telvent (now Kapsch TrafficCom), where she collaborated in diverse technological developments related to Intelligent Transportation Systems, such as road tolling, ticketing, traffic management platforms or V2X communications.

At ASIMOB, she leverages her knowledge of AI, IoT, and wireless communications with her knowledge of the road sector. ASIMOB has won the 'Quality Innovation Award' and a 'ITS Spain' award in 2020, as well as the 'Start up Label' by the International Road Federation, among others.