

SCL IRC Seminar as part of

GEOTAB[®]
DAY

Data Driven: From Start-Up to Global Leader - A Founder's Perspective

Wednesday, September 10, 2025

📍 **Georgia Tech Exhibition Hall** 2ND FLOOR

🍴 **9:15-10:00am: Breakfast/Networking** CENTENNIAL ROOM

🎤 **10:00-11:00am: Seminar** HOME PARK ROOM



Speakers include: **Mike Branch** (Geotab VP of Data & Analytics), **John Ballantyne** (Geotab VP of Research and Innovation), **Samuel Harris** (GDOT Asst State Traffic Engineer), **Benoit Montreuil** (SCL Executive Director), **Yichang (James) Tsai** (Prof, Civil and Environmental Engr), **Sofia Perez-Guzman** (Asst Prof, Civil and Environmental Engr), **Chris Gaffney** (SCL Managing Director)

Included Panel Discussion | Telematics Data: Beyond Fleet Management

The panelists will review how Traditional AI has improved fleet operations in safety, maintenance, and efficiency. They will then examine how Generative and Agentic AI can automate aspects of fleet management. Finally, the discussion will shift to how transportation planners, operators, and policymakers can benefit from anonymized geotemporal data.

About the Seminar

Neil Cawse will share his insights on:

- **The Entrepreneurial Mindset:** The essential way of thinking to navigate uncertainty and turn problems into opportunities.
- **Building a Data-Driven Business:** How to use data as your compass to make smart decisions, from your first MVP to strategic scaling.
- **Hard-Won Lessons:** The critical takeaways from mistakes and successes, and why a great team and a focus on the customer are non-negotiable.
- **Skills for Today & Tomorrow:** The key skills, from data literacy, risk taking and critical thinking, that you need to stay ahead in a constantly evolving landscape.

About the Speaker

Neil Cawse, CEO and founder of Geotab, stands at the forefront of connected vehicle technology, leading the industry in innovation and research. His leadership is marked by a commitment to developing cutting-edge technologies that empower businesses to make data-driven decisions. Under Neil's guidance, Geotab has transformed into a global leader, providing advanced data analytics and insights to businesses worldwide. Neil's entrepreneurial spirit and passion for technology have been the driving forces behind Geotab's mission to improve vehicle safety, operational efficiency, and sustainability. With a keen focus on AI, IoT and connected vehicles, he has steered the company through exponential growth, expanding its reach to millions of subscriptions in over 160 countries. Neil's vision is to create a more connected and sustainable world through the power of data and innovation.



Register at scl.gatech.edu/geotab-day

