



### SUMMARY

Ms. Courtney Longfellow joined Clevor Consulting Group in the Fall of 2024. Her background in Program Management and the transportation industry includes launching and maintaining innovative systems for some of the nation's largest agencies.

Her first introduction to the transit industry was at Moovel in 2016 as a Product Delivery Manager where she led the company's largest project plan and launch of Hop Fastpass. The project included first-in-the world technology working with 11 key partners, including Google, Apple, Mastercard, Ingenico, INIT, and multiple transit agencies.

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## PROJECT EXPERIENCE

2025 – Present	<b>Utah Transit Authority (UTA), Salt Lake City, UT</b> The UTA has tasked CCG with identifying and recommending available mobile solutions to the agency that best align with its strategic objectives and goals while supporting its transition to an account-based backend. Acting as the Project Manager, Courtney manages the project's schedule and costs to ensure all deliverables are produced on time and within budget. She assists with the creation of various project deliverables, including the Current State Analysis, Industry Review, Needs Assessment, and Final Recommendation.
2024 – Present	<b>Automated Fare Collection (AFC) 2.0 Implementation, Massachusetts Bay Transportation Authority (MBTA), Boston, MA</b> The MBTA is nearing the launch of its cutting-edge, account-based fare collection system that will revolutionize payment options for Boston's transit users. CCG has supported the AFC 2.0 project from initial design through implementation and is now leading testing to ensure all system components are ready for production deployment. Ms. Longfellow has been a key contributor to the design and validation of AFC 2.0 components, including the mobile app, website, and chatbot solutions.
2024 – Present	<b>PRESTO 2.0 Transition and Implementation Support, Metrolinx, Toronto Transit Commission, Toronto, CA</b> The Toronto Transit Commission (TTC), the third largest transit agency in North America, is working with Metrolinx to transition to the new account-based PRESTO system. In support of this project, Ms. Longfellow is leading the design review process, strategic testing, and supporting project coordination and deliverables.
2024 – Present	<b>TriMet On-Call, Portland, OR</b> As the Project Manager assigned to the TriMet On-Call project, Courtney is leading the mobile application strategy and customer and institutional website refresh.
2020 – 2021	<b>TriMet IMI Grant, Portland, OR</b> The Integrated Mobility Innovation (IMI) Program by FTA provides funding for projects that showcase creative and effective practices, technologies, and partnerships to enhance public transportation's

efficiency, safety, and quality while improving the traveler's experience. IMI strives towards FTA's vision of providing safe, accessible, and equitable transportation for all Americans. Courtney contributed to the development of the integrated payments business case building upon her previous work for the TriMet MOD whitepaper for integrated payments.

2016 – 2021

**Hop Fastpass Mobile Applications, Portland, OR/Vancouver, WA**

Launched in the summer of 2017, this \$35M regional, bi-state fare collection system was delivered on schedule and under budget, pushing both technical and policy boundaries within the industry. This innovative, open-architecture system uses a common set of agency-controlled APIs that integrate equipment and systems from over 10 different vendors. Hop introduced transit customers to a variety of new and convenient ways to pay, including open payments with contactless bankcards, smartcards, and NFC mobile wallets, providing a fully integrated and expansive retail network. While being the lead Program Manager on the Hop Fastpass project for the mobile application vendor, Ms. Longfellow played a crucial role in the development, testing, and implementation of the system that continues to drive the Hop Fastpass backend. Additionally, Courtney was on the project team that designed and launched fare capping, one of the first systems in the U.S. to introduce this equity-based incentive systemwide.

2016 – 2021

**TriMet Tickets, Portland, OR**

Ms. Longfellow played a crucial role in supporting TriMet's first-of-its-kind mobile ticketing solution as an Account and Product Delivery Manager. She was responsible for managing the project and contract requirements and leading the software development team to developing moovel's first native mobile application. She also led the cross-functional team that maintained and developed new features for the mobile fare inspection application, which allowed for electronic fare validation and oversaw the mobile application release processes, ensuring a seamless user experience.

2017 – 2021

**Metro Transit App, Minneapolis, MN**

Key account and project manager for rider mobile application, led special event ticketing for Super Bowl, worked on evaluation of digital accessibility and trip planning ADA compliance.

2018 – 2021

**CharmPass Mobile App, Baltimore, MD**

Ms. Longfellow oversaw production operations and maintenance during the mobile application project for Baltimore MTA, including working with MTA and other agency stakeholders to provide SmartBenefits® to CharmPass users. One of the key initiatives was the integration and automation improvements of WMATA SmartBenefits®, which transitioned from a manual process to an automated file ingestion system that significantly improved speed and reliability. Additionally, Ms. Longfellow contributed to enhancing the user experience and back-office reliability, resulting in the mobile application receiving high ratings of 4.9 stars in both the App Store and the Play Store, with thousands of positive reviews. She also partnered with the support department to provide excellent support experience, leading to customer satisfaction scores exceeding 95%.

2018 – 2021

**Compass Cloud App, MTS, San Diego, CA**

Key account and project manager for rider mobile application, launched Cash Acceptance solution as an additional equitable payment option, led institutional partner integrations and provided local employers and universities with transportation benefits, reduced fares, and discounted tickets.

2019 – 2021

**VTA EZfare (Santa Clara Valley Transportation Authority), San Jose, CA**

Ms. Longfellow played a key role in cross-functional team leadership and account management for the VTA mobile application platform, including special event ticketing.

2018 – 2019	<b>FlexLA, Los Angeles, CA</b> FlexLA is a partnership between moovel NA, FASTlink DTLA, a non-profit advocacy group, and LADOT, the local public transportation agency. FlexLA vehicles pick up and drop off customers at transit stops minimizing poor GPS/locating issues due to urban canyons in downtown LA for a flat fee during non-transit hours. FlexLA launched in fall 2018 and includes backend on-demand technology and a mobile application that allows customers to book and pay for rides. Ms. Longfellow led the contract and relationship management of the FlexLA micro-transit project.
2017 – 2019	<b>TriMet MOD Sandbox, Portland, OR</b> TriMet was one of eleven grant recipients of the Federal Transit Administration’s (FTA) Mobility on Demand (MOD) Sandbox Project. The program was designed to provide the public transportation industry with a better understanding of how to adapt to the rapidly changing mobility marketplace. TriMet proposed extending their existing multimodal trip planner to include private mobility service providers. Thirty-eight private and public partners collaborated on the two-year project, which was completed on time and within budget in January 2019. As a result, TriMet was the first US transit agency to release a multimodal trip planner that incorporated shared-use mobility service providers, including BIKETOWN, car2go, Lyft (pilot only participation), Uber and Zipcar. Courtney led the moovel team as a key project partner to develop an Integrated Payment Plan white paper which provided a practical approach and system architecture for developing integrated payments for trip planning and strategies for making future integrated payment functionality accessible to people without access to linked bank or credit card accounts.

## PROFESSIONAL ACCOMPLISHMENTS

2024	<b>Artificial Intelligence Micro-Certification (Product School)</b>
2022	<a href="#"><u>Certified Lean Six Sigma Green Belt</u></a>
2020	<b>Professional Scrum Product Owner (PSPO)</b>
2019	<b>PMP certification ID #2555330</b>

## WORK HISTORY

2024 – Present	<b>Program Manager, Clevor Consulting Group Inc.</b> Ms. Longfellow joined CCG as Program Manager in the fall of 2024. She was hired as a key personnel to assist with the development of innovative solutions and complex technical programs for our agency clients.
2021 – 2024	<b>Senior Product Manager, NIKE</b> Led product discovery for \$725m+ expected outcome project committed to simplifying the communications preference center, focused on reducing opt-outs by 15% and increasing conversions by 25%. Drove design and accessibility audit of Nike App and Nike.com, identified compliance risks, and prioritized improvements for top revenue generating geos.
2021 – 2023	<b>Senior Program Manager, NIKE</b> Directed global and geo-focused programs for backend and frontend development efforts for login, registration, identity, bot mitigation, and trust (privacy), within the Consumer Setup and Protection space. Streamlined the intake process for five cross-functional teams, including site reliability (SRE),

	AI/ML, Bot Mitigation, mobile, backend, and web engineers boosting sprint capacity by 10%, and provided training for 15 TPMs to implement the new process within their scrum teams.
2019 – 2021	<b>Senior Program Manager, Client Services, Moovel</b> Led cross-functional teams to develop and launch innovative SaaS backend, mobile, and web solutions, equipping transit agencies with cutting-edge technology to enhance operations and deliver exceptional experiences for over 1.5 million riders across 18 cities. Launched an equitable initiative to improve customer experience by implementing accessible payment options for the underbanked transit rider population (representing ~30% of riders).
2016 – 2019	<b>Account &amp; Product Delivery Manager, Moovel</b> Led the company's largest project plan and launch of Hop Fastpass, an award-winning solution for transit riders in the Portland Metro Area. The project included first-in-the world technology working with 11 key partners, including Google, Apple, Mastercard, Ingenico, INIT, and multiple transit agencies. Built strong client relationships resulting in a 434% increase in change order revenue for Professional Services. Directly managed and mentored Product Delivery Intern.
2014 – 2016	<b>Business Analyst, Sales, Aequitas Capital</b> Collaborated with leadership, IT, finance, sales, and marketing on projects that drove operational efficiency by implementing BI dashboards and workflow process changes. Implemented software and process improvements which enabled 2x productivity for finance and sales team members, leading to an accelerated sales pipeline.

## EDUCATION

2007 – 2011	<b>B.A. Finance, Economics, Linfield University, McMinnville, OR</b>
2010	<b>Study-Abroad Program, University of Virginia, Semester at Sea</b>