



IDC Welcomes Mark Zannoni as Research Director for Smart Cities and Transportation

FRAMINGHAM, Mass., January 24, 2017 – [IDC Government Insights](#) today announced the appointment of [Mark Zannoni](#) to Research Director for Smart Cities and Transportation within IDC's [Smart Cities Strategies](#) research service. With more than 20 years of global transportation experience, Mark brings perspective to research areas including mass transit, smart parking, connected vehicles, V2X, and transportation infrastructure in the context of transportation innovation, unmanned aerial vehicles (UAVs), global trends, economic development, and regulatory issues.

Zannoni's work covers all modes of transportation and their strategic application as they relate to smart cities worldwide. With a career dedicated to transportation, he has worked across a broad range of transport modes including cars and roadways, rail transit, national railways, bus rapid transit, buses, personal rapid transit, automated people movers, aviation, and maritime, advising clients in Africa, Asia, the Middle East, and across the U.S. Dedicated to urban transportation, he possesses clear insight into the needs of cities as well as established and emerging transportation strategies and solutions.

Prior to joining IDC, Zannoni served as Director of Research, Analysis and Policy at the Northeast Ohio Areawide Coordinating Agency (NOACA), the metropolitan planning organization (MPO) for the city of Cleveland and surrounding region. There, he directed and developed strategic research activities and products to improve transportation investment, development, and policy in Greater Cleveland to benefit transportation systems and foster regional economic development. Prior to his work at NOACA, he spent 13 years in advisory roles with various consultancies, advising clients on a broad range of transportation engagements in operations, planning, strategy, international development, concept development, and security and emergency management. He has advised both corporate sector and public sector clients, with the latter spanning from local transport agencies and cities to national government agencies.

Zannoni is the recipient of the Booz Allen Hamilton Professional Excellence Award for a U.S. transportation project and holds a Master of Science in Urban Planning from Columbia University and a Bachelor of Arts in History from Boston University. He is also a certified urban planner (AICP).

“We are pleased to have Mark join the IDC Smart Cities team and continue our expansion in intelligent transportation and connected vehicle coverage globally. Mark's expertise will add another level of depth to our research and advisory capabilities and our ability to work more closely with governments and technology suppliers in this fast-moving and exciting area,” said [Ruthbea Yesner Clarke](#), global director, Smart Cities Strategies.

Click [here](#) to read Mark's latest blog post on the IDC Community. To arrange a one-on-one briefing with Mark Zannoni, please contact Sarah Murray at 781-378-4674 or sarah@attunecomunications.com. Reports are available to qualified members of the media. For information on purchasing reports, contact insights@idc.com ; reporters should e-mail sarah@attunecomunications.com.

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