



TAXI ALLIANCE

Product Council Members



www.icabbi.com

What is the Taxi Alliance Product Council?

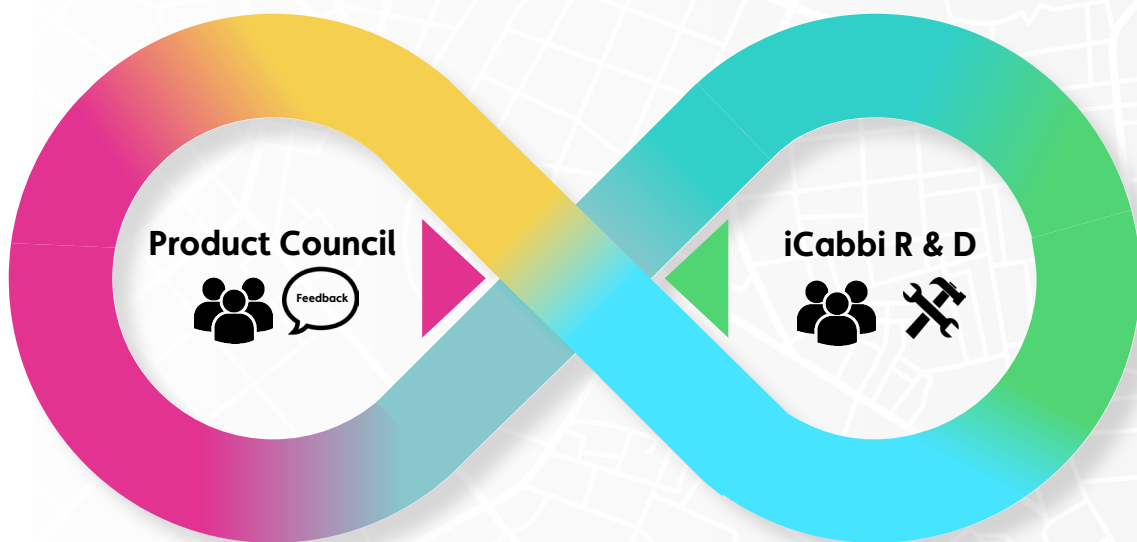
The Product Council is a group of appointed individuals who will meet regularly to help shape the development of the iCabbi platform for the UK and Irish market. It's being established as an initiative of the Taxi Alliance to give customers a say in the development of the technology powering their business.

Who better to advise the Product R&D team than the customers who are using the product every day?

How will it work?

Product Council members will take part in focus groups, early-concept demos and testing, gathering feedback from the wider industry and participating in discussions around prioritisation and specific feature developments.

Feedback from the Council will be used to inform decision-making by the iCabbi Product R&D team.



Who is on the Product Council?

10 Representatives from Taxi Alliance Member Companies



Kelly Carroll
Vokes, Windmill and Rainham
📍 Medway

Bio: I have worked for Vokes for 10 years and had the iCabbi system for 4 years and I am currently the dispatch manager.



Les Chapman
Data Cars Ltd
📍 London

Bio: Director of Data Cars and SLPH Limited with 43 years experience in the Private Hire & Courier industry.



Andrew Goodchild
Stanley Travel
📍 Durham

Bio: I'm IT and Taxi operations manager for the Stanley Travel group, and oversee the day to day operation of our taxi companies trading as Stanley Taxis & Durham City Taxis.



Sean Walshe
fonaCAB
📍 Belfast

Bio: I am the Operations Manager for fonaCAB Belfast Ltd and have been part of the taxi industry for the past 15.



Jon O'Gorman
Exel Technology Group
📍 Mansfield, Nottinghamshire

Bio: I am the Onboarding & Support Department Manager for Exel Technology Group Limited, a segment exclusive reseller of iCabbi and Voice for the Taxi Alliance within the UK and Ireland.



Bruno Silva
United Taxis
📍 Bournemouth

Bio: I have been with the company for 17 years, 12 years as a shareholder and 4 years as director. My days vary from training new drivers to complaints or any other office issues.



Grantt Curran
Fleet Minicabs
📍 Hertfordshire and London

Bio: Jack of all trades and master of none!!



Chris Hall
Drive
📍 Doncaster & Hull

Bio: Managing director with 15 years experience in the industry.



Russell Mcleod
Rainbow
📍 Aberdeen

Bio: As a relatively new iCabbi customer, who moved from Auriga. I think there are many features that Auriga had, that iCabbi should adopt. We are a dual fleet, both Hackney & PH vehicles, feel that much of the emphasis in iCabbi is toward the driver & not enough toward the customer.



Michael Cassidy
Glasgo Cabs
📍 Glasgow

Bio: Having the experience of running the largest fleet in Scotland; using various dispatch.

Taxi Alliance Chairperson



Tess Smith
Chairperson

3 Representatives from the iCabbi Taxi Alliance Team



Chris Brooks-Tonkin
Customer Success Manager



Frank Sims
Product Manager



Andy George
Senior Product Manager