



Speakers session 2: The Electric Mobility Transition

- **Moderator: Mr. Mark Hill Chief Executive Officer, Barbados Investment & Development Corporation**

Mr. Mark Hill was appointed on April 5, 2021 as Chief Executive Officer of the Barbados Investment and Development Corporation (BIDC), now trading as Export Barbados (BIDC). Mark Hill is the founder of Innogen Technologies Inc. and Biogen Biotechnologies Inc. - two research and development companies in the clean technologies market. An European Union Scholar, earning a BA(Hons) in 3-Dimension Design (Industrial Design) from the De Montfort University, Mr. Hill is also an MIT-trained Product and Service Innovation Specialist utilizing Design Thinking methodology, and currently a research MPhil/PhD. candidate at The University of West Indies Cave Hill Campus, Sir Arthur Lewis Institute of Social and Economic Studies (SALISES), specializing in Governance and Public Policy, with a focus on Design & Economics for Small Island Developing States (SIDS).

His present appointment as CEO of Export Barbados (BIDC) brought a new focus on exports and innovation - a vision to rethink exports and be laser-focused with a purposeful and aggressive approach tailored to build a new export economy in Barbados; assisted by a strategic focus for the organization to build sustainable, responsible and impactful investment and innovations, with the transformative direction pivoted on becoming a blue ocean organization. This focus emphasises three economies - Oceans Economy (blue economy), Bio-economy (green economy), and Design Economy (orange economy); using the 3-part model - Design It, Make It, Ship It for driving exports. Shaping Mr. Hill's vision for the organization is also his design background and experience in both the public and private sector, embracing an understanding of design as strategy, well-beyond styling or process.

- **Professor Winston Moore, Professor of Economic and Deputy Principal, University of the West Indies, Cave Hill Campus**

Winston Moore is presently Professor of Economics and Deputy Principal at The University of the West Indies, Cave Hill Campus. Since joining the University, he has also been the Head of the Department of Economics and the Director of the School for Graduate Studies and Research. Professor Moore is a very active public commentator on issues related to national development and is a former President of the Barbados Economics Society. His recent research has examined the issues surrounding the green economy, private sector development as well as the economic impact of climate change on tourism. Professor Moore has published more than 100 peer-reviewed papers, books and book chapters. He

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holds a PhD in Economics from the University of Surrey; a MSc in Economics from the University of Warwick; and, a BSc in economics from the University of West Indies, Cave Hill.

- **Mrs. Joanna Edghill, Co-Founder and Director, Megapower Ltd.**

Jo Edghill is the Co-Founder and a Director of Megapower Ltd. in Barbados. She lived overseas for 10 years working on a range of rural development initiatives in Asia and the South Pacific, including a European Union funded democratic governance project in Papua New Guinea, before returning to Barbados in October 2011.

Jo recognised a distinct market opportunity, for electrified transport, powered by renewables, and formed Megapower Ltd. in February 2013. Megapower's vision is for a network of publicly accessible charging stations, powered by renewable resources, enabling the rapid uptake of electric vehicles in Barbados and the Caribbean.

Megapower is now seen as the Caribbean's leading Electric Vehicle Specialist Garage, having introduced electric cars, electric vans and electric buses to several Caribbean countries, supported electric utilities to run pilot projects, trained >100 technicians and provided input into policy decisions.

Jo holds a Bachelor of Arts in Finance, Accounting and Management and a Master of Arts in International Development from the University of Nottingham in the United Kingdom. Her Masters' Thesis 'Banana Wars, What Next for Dominica and the Windwards?' in 2004 involved research into the preferential trade agreement between Europe and ACP countries.

Jo served on the Board of the Barbados Chapter of The International Women's Forum from 2018-2020 and remains an active member.

Jo is passionate about competitiveness and energy security, especially as it relates to enabling the Caribbean to be a leading tourism market. Alongside her work as Director of Megapower, Jo has provided consultancy support to infoDev's Entrepreneurship Program for Innovation in the Caribbean, the Compete Caribbean Program, through the Inter-American Development Bank and most recently to UN Women.

- **Mrs. Lynda Holder, Chief Operations Officer, Barbados Transport Board**

A strong management professional with a Master in Business Administration from the University of the West Indies, she is a detailed oriented and highly adaptable professional, with experience in various industries.

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Lynda's ability to leverage experience in internal and external customer relations, as well as maintaining effective and efficient management of my employer's customer service interface across all levels allows for a well-rounded individual.

She is an experienced Marketing and Corporate Communications Manager with a demonstrated history of working in a State-Owned Enterprise. In this role, she gained extensive exposure to crisis communication and media relations and was also privileged to be a part of the team trained by The Commonwealth Secretariat in Government Performance Management earlier in 2021. As well as having completed various courses with the Learning and Development Directorate of the Government of Barbados related to Human Resource management.

Lynda holds a certificate in Transport Planning from the Galilee International Management Institute among her other academic qualifications and as Project Manager, recently headed the team that introduced electric mobility to the public transportation sector in Barbados. The introduction of electric mobility in public transport formed a part of the thrust towards managing climate change and reducing our carbon footprint.

She is also an executive member of the Barbados Chapter of the International Association of Business Communicators and a former member of the Southern Region's Board of Directors of the same association.

- **Mr. Mark Durant, Chief Planning Officer, Ministry of Transport, Works and Water Resources**

Mr. Mark Durant is the Chief Planning Officer in the Ministry of Transport and Works. He has responsibility for Programme Areas, Active travel and Decarbonisation. Prior to this he was Deputy Director in the Department of Commerce, and Chief/Senior Economist in the Ministry of Finance and Economic Affairs.

Mr. Durant has a BSc. and MSc. in Economics and a MSc in Transport Planning and Management.