



ADVANCING
PUBLIC
TRANSPORT

Biography Trainer

Hans Arby, Founder and CEO at UbiGo Innovation, Göteborg, Sweden



Hans Arby holds a MScEE and a BSc in arts and has 25 years experiences in marketing, communication, sales and business development in different industries and organisations. The last 10 years he has focused on sustainable transport and ITS for the public and private sector. He provides strategic support to cities in developing transport strategies and long term planning and marketing of public transport.

Hans Arby is CEO of UbiGo Innovation and one of the key driving persons behind the successful development and test of UbiGo in Gothenburg, a fully integrated mobility service for urban households and businesses. It offers subscription on mobility instead of car ownership, combining modes as public transport, car-sharing/rental and taxi.