



**FOR IMMEDIATE RELEASE:** August 16, 2022

**Media Contact:** Joe Felice

Bytemark

512-210-0124

Joe.Felice@bytemark.co

BYTEMARK ANNOUNCES ALEX LITCHFIELD AS NEW CHIEF OPERATING OFFICER  
New COO Will Continue to Scale Bytemark Growth

**New York, NY:** Bytemark, a technology leader in Account-Based Ticketing, announced today that Alex Litchfield has been appointed to the position of Chief Operating Officer. Alex is tasked with continuing to grow the company through new agency growth and partnerships. Additionally, he will work to further enhance operational delivery and efficiency for the company, as well as boosting their Client Success organization.

Alex joined Bytemark in 2020 as Vice President, Business Development in which he brought more than 25 years of experience delivering multi-modal, rider-focused solutions to the transit industry. His passion and upbeat personality resulted in growing revenue both from the addition of new customers and delivering new opportunities to existing agencies. Through his leadership, he has helped Bytemark win and deploy various comprehensive “Plan, Book and Pay” solutions to the company’s expanding customer base.

“Beyond the respect Alex holds within Bytemark, he is a recognized leader in the Transportation space. This move affirms his position within both,” says Eric Reese, Chief Executive Officer at Bytemark. “With Alex leading our organization—from pursuit to delivery—it positions Bytemark to accelerate growth in a way that is scalable and sustainable.”

Alex is passionate about the industry and public transit riders. He holds a Masters of Sustainable Transportation (MST) from the University of Washington where he focused on environmental and economic sustainability, social justice, and social equity. This background, coupled with his role within Bytemark, further focuses our customers’ success and improves rider experience.

Prior to joining Bytemark, Alex held various sales leadership positions with Cubic Transportation Systems, Conduent, MEI, and Mars Electronics. He has provided fare payment solutions and delivered exceptional business performance to the largest transit agencies across North America. Alex’s experience has resulted in maximizing customer satisfaction and revenue while minimizing operational costs.

Additionally, Alex’s experiences that will benefit Bytemark moving forward include:

- Leading the sales and marketing initiatives for the firm’s new multi-tenant mobile ticketing solution
- Growing the Client Success organization to enable delivery of exceptional training, customer support, and project management



- Enhancing the rider experience by delivering right-sized solutions that support transit reliant riders and support returning ridership

**About Bytemark:** Founded in 2011, Bytemark provides comprehensive Mobility as a Service (MaaS) and Payments as a Service (PaaS) solutions to cities and agencies around the globe. Bytemark helps partners deliver a seamless and enjoyable travel experience for their riders. The company's core offerings include tools for travel planning, parking management, fare payments, and more. Bytemark holds patents for distributing electronic tickets with visual display as well as electronic ticket validation using proximity detection. Learn more at <https://www.bytemark.co>.

###