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**Matthew Cole**

Chief Executive Officer, Secure Enterprise Transactions at IDEMIA | Augmented Identity

Mes



**Sarah Surducun-Redgrave**

Program Manager

July 8, 2020, Matthew was senior to Sarah but didn't manage directly

Not only is Matt a killer strategist and innovative thought leader, he's also a bold executive. Focused, detail-oriented, and accessible -- his ability to inspire teams and transform business is the kind of stuff you read about. I am proud to have worked with (and learned from) Matt for 7+ years at Cubic. He is undoubtedly one of the few elite professionals I would recommend to anyone. [See less](#)



**Florentino Fangon (J.R.)**

Creative Manager / Senior Graphic Designer at Cubic Corporation

June 30, 2020, Matthew was senior to Florentino but didn't manage directly

I had the absolute pleasure of working with Matt on various occasions throughout his tenure as President of Cubic Transportation Systems. What stood out to me the most, was how he always led with kindness, empathy, and respect. Never unapproachable, and no matter how busy he was, or at what level you were, and with the utmost sincerity, he always took the time to say hello and ask how you were – this meant a lot to me and I'm sure many others. In my opinion, this is how a true leader leads. Couple these traits with his business and strategic intelligence and you have a leader that any company would most undoubtedly covet. [See less](#)



**Desiree D. Farmer**

Sr. Manager, Bids and Proposals

June 25, 2020, Matthew was senior to Desiree D. but didn't manage directly

I had the pleasure of working for Matt Cole while he served as the President of Cubic Transportation Systems. Matt is a tremendous leader who leads from a position of poise, intelligence, transparency, and utmost professionalism. I had the opportunity to work more closely with Matt when I helped lead the New York NFPS (OMNY) procurement back in 2016. Obviously, this was huge opportunity for our company and Matt was right there with us, in the weeds, with rolled up sleeves, helping us ensure our victory. Matt lead our team with passion and conviction, and it was an honor to work with him. [See less](#)



**Rasheed Behrooznia**

Engineering | Product | Leadership | Solution Delivery

June 25, 2020, Matthew was senior to Rasheed but didn't manage directly

Matt is truly an exceptional leader. His vision and strategies are comprehensive, clear, and are delivered through his unwavering passion to achieve the goal. Matt is extremely well spoken and a very motivational leader. He inspires his teams and brings their hearts and minds along the journey. Matt is approachable and devotes a lot of his time to supporting his people, whether jumping in to solve problems, mentoring, coaching, or just lending a friendly ear. Matt's ability to very quickly synthesize new information with existing knowledge to form solutions and update direction is remarkable. Matt trusts and leads his team through clear vision, direction, empowerment, and accountability. Yet Matt also understands all aspects of his business, not only with a wide breadth but an extraordinary depth of knowledge as well. I am so thankful and honored to have had the great opportunity to work with Matt as he is truly one of the most complete and well-rounded leaders I have ever worked with. [See less](#)

**Juliana Crofts**

Senior HR Director APAC at Cubic Corporation

June 25, 2020, Matthew was senior to Juliana but didn't manage directly

It is rare to come across a leader as easy to follow and work for as Matt Cole. He knows the business, the finances and most importantly he knows his people. Matt has the unique ability of being able to speak to everyone, remember who they are, their names, what is important to them, what inspires them and he values us all equally, whether you are the cleaner or a leader - we are all important. You can trust Matt, he will be there to celebrate the good and does not shy away from the bad and unusual for some - he is open to input and feedback! He is a truly an inspirational person and I appreciate all that I learned from him.

[See less](#)

**Will Thomas**

Programs and Delivery Management Executive | PMO | Agile

June 23, 2020, Matthew was senior to Will but didn't manage directly

When I worked for Matt Cole, his strategic vision was groundbreaking and inspiring for the whole company. His entrepreneurial leadership resulted in \$4bn+ in new business for a company he inherited with \$500m in sales, which he then doubled to nearly \$1bn while improving margins—all this in just 5 years at the helm.

Matt Cole is not only a visionary business leader, but he is one of the most genuinely kind people you will ever meet. Any organization Matt leads is a great place to work! [See less](#)

**Krishna Desai**

Global Marketing Manager at Cubic Transportation Systems

June 23, 2020, Matthew was senior to Krishna but didn't manage directly

Matt is one of those leaders that truly puts people front and centre of an organisation. Most companies talk the talk, but Matt also walks the walk. During his time as President at CTS, he always put the focus on creating a culture that embeds that values and strategy that needed to be achieve. His communication style was unique, he came across so personable to everyone, knew everyone's name be it the receptionist to the VPs, and truly had a transparent and open door approach. Unlike a lot of senior leaders, Matt took pride in the communications he wanted to send out to staff and actually wrote and implemented a lot of his own initiatives from 'Weekly Recognition and Priority' emails, All Hands Meetings and virtual Reddit ask me anything style meetings. Matt also became the brand for CTS and his digital self truly reflected his actual self. His ability to articulate what was happening within Cubic and wider within the transport industry, with passion and charisma meant it was always easy to find him a speaking role, or get an interview with a journalist.

Not only is Matt a great leader, he is a visionary - the NextCity strategy which Matt created 7 or 8 years ago, envisioning how the transport industry would evolve, has truly become how the industry operates today and thanks to Matt's vision, CTS is positioned well to ensure it continues to support the industry as it's partner.

[See less](#)



### Alexis Suggett

Contracts Director and Data Protection Officer at Cubic Transportation Systems

June 23, 2020, Matthew was senior to Alexis but didn't manage directly

Matt is one of those rare people you find at work, clearly excellent at the academic aspects, a strong strategist and visionary thinker but arguably as important; Matt is approachable and genuinely cares about all levels that work for him. In my experience, Matt has taken time out to mentor, advise and just respond where others might not and I believe it's these qualities that make Matt an inspirational leader; people want to work for and with him because they know they're valued and they know the learning opportunities from Matt are invaluable. [See less](#)



### Donna-Leigh Jackson

Director Calabash Solutions, Privacy Professional, iapp ANZ Advisory Board Member

June 23, 2020, Matthew was senior to Donna-Leigh but didn't manage directly

Having had the good fortune to work under Matt's directorship for eight years, I know first hand that Matt is an exceptional leader. His personable and quietly confident manner, along with his respect for scientific knowledge, his thought leadership abilities and cognitive flexibility, make him a refreshing standout from the corporate norm. Matt is an avid supporter of equality and equal opportunities in the workplace, and leads teams with integrity, commitment and passion. His use of social media to proselytise the strength and success that businesses enjoy when they embrace diversity and knowledge, represents the modern and progressive leader that Matt is. [See less](#)



### Steve Shewmaker

President of the Board at 22nd District Agricultural Association

January 20, 2018, Steve was Matthew's teacher

Matt is a visionary with operational skills to match. I recognized his potential early on and gave him the work experience to assume the top job.



### Anna Pullinger

Global Manager, Financial Services

June 23, 2020, Matthew was senior to Anna but didn't manage directly

Outstanding President - For over 10 years I have known Matt and I highly recommend his abilities to sustain the vision and mission of a company. Matt is extremely intelligent and dedicated where he has pursued the impossible to get where he is today. Matt is the kind of leader who is very personable and above all caring. At Cubic, this was evident time and time again where nothing was too much. Especially, in terms of employee engagement. At all times, Matt would stop and acknowledge and help me where required. It was great for Matt in such a highly prestigious role to still take the time to interact at all employee levels and actively listen to their issues. This is not just my view. There are a number of my co-workers that will very much agree. Matt is a rare find and he will excel beyond all expectations. I wish him well in his future endeavors. [See less](#)



### Jim Kihara

Vice President Corporate Controller at ACADIA Pharmaceuticals Inc.

June 22, 2020, Jim reported directly to Matthew

Matt is an incredible leader of diverse international teams. I had the pleasure of partnering with Matt for 3+ years as VP of Financial Operations and Worldwide Controller of Cubic Transportation Systems. Matt's commitment to the organization and his exceptional communication skills enabled him to connect cross functional

teams in different geographies and of different cultures to operate together as one.

I am grateful to have had the opportunity to work with Matt, and as a leader he earns my highest recommendation

[See less](#)



**Jeremy Mappus**

Recovering executive, coder, Scuba Instructor, and adventurer

February 1, 2018, Jeremy worked with Matthew in different groups

I had the pleasure of working with Matt at Cubic during my tenure leading Innovation. Matt is an extremely levelheaded leader with a unique ability to manage large amounts of information and boil it down to what is important. He is a magnanimous person who knows how to build a great team and lead them in a collaborative environment. He always encouraged innovation and embraced visionary ideas that had the ability to change the game for Cubic Transportation. Matt is a savvy business man and super dedicated leader. I would work with Matt again and welcome him as my leadership without hesitation.



**Deborah Wathen Finn**

Organizational Transformation, Market Positioning, and Revitalization Expert; Certified DBE / WBE / SBE

January 29, 2018, Matthew was a client of Deborah's

Matt Cole is one of the brightest strategists that I have worked with in my career. What stands out about Matt is his ability to create a strategy and execute by galvanizing his team to deliver it. While he is effective at staying on a strategic level, he knows when he needs to be hands on to ensure effective delivery of programs. Matt is also excellent in engaging with employees, customers and stakeholders in a most credible manner. [See less](#)



**Janet Koenig**

Senior Program Director at Cubic Transportation Systems

January 28, 2018, Matthew was senior to Janet but didn't manage directly

I've worked with Matt for a couple of years now and the vitality and excitement he's brought to Cubic took effect almost immediately after he assumed the role of President and has continued to energize us. He is an incredible source of inspiration, providing the vision and leadership needed as we face such massive changes in our industry, in society and in our company. I particularly appreciate his courage, tenacity and inspiration when the obstacles are huge, and his fantastic sense of humor that provides laughter right when we need it. He demands a lot, but is supportive and extremely ethical providing an environment where we can all thrive. Matt is a truly exceptional leader and I'm grateful to be on his team!



**Paul Comfort**

Author of new #1 Best Seller "The Future of Public Transportation". Host of Top Podcast Transit Unplugged & CEO Roundtables. Transit Evangelist and Industry Influencer.

January 23, 2018, Paul was a client of Matthew's

Matt is a committed and responsible leader of our industry. His knowledge and experience are broad and his focus is deep. Having worked with him as a client and now colleague I find Matt a man of integrity, wisdom and insight. A great fellow, good family man and real intellect. I'm happy to call him a friend.



**Sean Walcott**

Red Paint and Fare Policy  
Solves Everything

January 21, 2018, Matthew was senior to Sean but didn't manage directly

Everyday millions of people around the world start their day by grabbing a simple piece of plastic to pay for their journey on transit. Having no idea the complexity and effort it takes for a single tap to open a fare gate, they give little thought to the tremendous impact this technology has on improving their environment, economy, and community. If they knew, they would see the passionate engineers, dedicated service technicians, and the rest of the 3,000 individuals that make up Cubic Transportation Systems all proudly lead by Matt.

The service and dedication Matt displays to our customers is dwarfed by the commitment he gives to us each day. He empowers us to share our opinions and to take action on our own. His impact on our organization is endless resulting in managers throughout the company being more transparent with their teams. I've been lucky to speak with Matt at length about transportation and management philosophy several times over the past few years. Each conversation has made a significant impact on the way I view leadership and the transportation industry. It has been incredible to see the ideas he shared in those meeting come to fruition either by Cubic or an established industry trend. There is no one in transportation that I respect more, and I am fortunate to be a member of his team.

Matt would be remiss if I failed to mention that they could also grab their contactless bank card or smartphone to pay as well.

[See less](#)

**Marcus Ortiz**

Program Manager at  
ServiceNow

January 21, 2018, Matthew was senior to Marcus but didn't manage directly

It is rare to have the opportunity to work with someone as talented as Matthew Cole. On several occasions I was in awe of the way he could command a room and create an environment where ideas could be freely exchanged. I viewed Matthew as both a coach and a mentor, as he would encourage me to continue to take ownership of a project, but still provide advice, which would have a positive impact on my career and produce successful results for the company. His knowledge of the transportation industry, even the smallest of details, is unparalleled as is his corporate leadership. With Mathew's leadership and guidance, Cubic Transportation Systems now has presence in major cities across North America, Europe and Australia. His understanding of people's desire to advance their careers is exceptional and well noticed by the more than 2,500 Cubic Transportation Systems' employees. To me, the most impressive quality about Matthew is his encouragement to be better and creating a space where people know they can be better.

[See less](#)

**Professor David Begg**

Chief Executive, Transport  
Times

January 21, 2018, Professor David was Matthew's mentor

Matt is one of the outstanding creative thinkers on transport technology and how cities can make it work to achieve their objectives. His reach is global, his ideas are original and he has deservedly earned a reputation as being a world leader in transport.



**Niosha Kayhani**

Director of Innovation at  
Cubic Corporation

January 21, 2018, Matthew was  
senior to Niosha but didn't  
manage directly

Matt is an inspirational leader with a great vision that he effectively communicates throughout the organization. He lives and breathes the company culture, and these values are at the core of how he operates. His passion for the company and its success is contagious, and he is a pleasure to work for.

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## Accomplishments

### 7 Honors & Awards

2020: San Diego's Top 500 Influential Business Leaders • 2019: San Diego's Top 500 Influential Business Leaders • 2018: San Diego's Next 40 Top Business Leaders Under 40 • 2018: Mobility as a Service Influencer of the Year • 2018: San Diego's Top 500 Influential Business Leaders • 2016: Top 40 Under 40 • 2016: Top 10 Private Sector Disruptors in Transportation

Above recommendations were taken from <https://www.linkedin.com/in/matthew-j-cole/> by Dan Low's own initiative and published on <https://www.maximizeyourpotential.info/>

**Join Us in Triggering  
One Billion Happy Faces!**



<https://www.maximizeyourpotential.info/happy-webinar.html>