

THE DAWN OF URBAN AERIAL RIDESHARING

Thursday, April 11
12:00 - 1:15 PM (US Arizona)

[College Avenue Commons](#)
[\(CAVC\) Room 559](#) (Parking)



Jon Petersen
Head of Data Science
Aviation
Uber Technologies

About the Talk

Urban congestion, already a vexing problem throughout the world, is expected to worsen with increased migration to cities. Even with recent and expected future innovations, many believe there is an upper bound for what can be done to materially improve mobility in two dimensions. Recent advancements in vehicle design, battery technology, ridesharing platforms, and airspace management are converging to form a brand new ecosystem that will unlock the third dimension for urban mobility. This talk will focus on how Uber is leveraging these enabling technologies and how data and optimization are being deployed to build, and scale, the Uber Air network.

About the Speaker

Jon Petersen is the Head of Data Science for Aviation at Uber Technologies where he and his colleagues are working on building optimization and machine learning models for on-demand urban aerial ridesharing. His career lies at the intersection of transportation and optimization. Jon previously worked with airline planning and operations, most notably on the integrated airline recovery problem, where he was awarded First Place for the 2012 Dissertation Award by the INFORMS Transportation and Logistics Society. Jon holds a PhD in Operations Research from Georgia Tech.

This seminar is webcast live to a worldwide audience by
ASU Engineering – Global Outreach and Extended Education (GOEE).

To access the live webcast and archive of previous seminar recordings, please visit:

<http://links.asu.edu/ASU-Transportation-Seminar>

Light refreshments will be served. Event is open to the public.



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