

Pedro Barradas

Senior Advisor | Mobility, ITS, Infrastructure & Road Operations

Former Policy Officer, European Commission / DG MOVE • Former President, ITS Portugal

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MAGICPILL MOBILITY

Profile

Civil Engineer and senior advisor with close to three decades of experience across mobility, infrastructure and transport. His career combines European policy, road concession governance, traffic operations, Intelligent Transport Systems and digital transformation.

Through MagicPill Mobility, he helps authorities, operators, concessionaires and technology companies diagnose complex problems, align strategy, technology and organisational capacity, and turn decisions into clear operating models and implementable transformation roadmaps.

Turning complexity into clear decisions, systems connected to operations and visible outcomes — with a focus on road safety, smoother traffic flow, connectivity, real-time information and better use of existing infrastructure.

25+ years

mobility, transport, infrastructure and road safety

15+ years

ITS/C-ITS strategy, data and European interoperability

15+ years

PPP governance, concessions and service performance

Europe + global markets

programmes, operations and international partnerships

Core areas

Strategy and diagnosis

Problem definition, priorities, delivery options, governance models and realistic pathways from decision to implementation.

24/7 road operations

Incident management, network and asset supervision, operating procedures, control centres and decision support.

Digital platforms and product

Conceptual architecture, operating models, operational intelligence, ITS suite positioning and product evolution.

ITS, C-ITS and mobility data

Strategy, interoperability, National Access Points, information services and connected mobility ecosystems.

PPP and concession governance

Contract monitoring, KPIs, SLAs, service levels, quality, maintenance and technology-enabled performance mechanisms.

International programmes and partnerships

Consensus-building, institutional coordination and opportunity development across Europe, Latin America, Canada and the Middle East.

Selected highlights

- European Commission / DG MOVE Policy Officer working on ITS, C-ITS, real-time traffic information services and connected mobility.
- Chair of the C-ITS Platform II Enhanced Traffic Management group, addressing the convergence of connected vehicles, operations, V2X and automation.
- Senior strategy leadership at ARMIS ITS, bridging road operations, concession governance, digital platforms, product and international development.
- Executive roles at IMT and InIR in road safety and quality, ITS standardisation, concession oversight and European deployment programmes.
- Former President of ITS Portugal and organiser of the ITS Congress 2023, convening authorities, operators, industry, technology, research and academia.

EXPERIENCE

Representative engagements

Digital transformation of road operations Strategy and solution positioning for 24/7 operations, integrating control, incident response, asset supervision, analytics and decision support.	European ITS, C-ITS and data ecosystems Policy, harmonisation and deployment of information services, NAPs, data exchange, interoperability and connected mobility.
Concession supervision and performance PPP monitoring models, Quality Control Plans, O&M, asset condition, KPIs, SLAs and performance-linked remuneration mechanisms.	Diagnosis and transformation roadmaps Identification of operational, institutional and technology root causes; option structuring and translation into executable programmes.
ITS suites and mobility platforms Contributions to conceptual architecture, roadmaps, cost models, value propositions and the evolution of management and supervision platforms.	International development and strategic relationships Building bridges and opportunities with authorities, operators, concessionaires, investors and technology partners across multiple geographies.

Institutional, sectoral and international experience

Institutional settings • Public administration and European institutions • Transport authorities and regulators • Operators and concessionaires • Technology companies and consortia	Domains • Mobility and traffic management • Road safety and quality • ITS, C-ITS, data and connectivity • Operations, assets and digital transformation	Geographies • Portugal and the European Union • Malta and ASEAN Member States • Latin America and Canada • Middle East
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Selected programmes and initiatives

• C-ITS Platform II — Enhanced Traffic Management • NAPCORE and UVAR Box • EasyWay, EIP, MedTIS and Arc Atlantique • Malta Intelligent Mobility Platform / NTCC / NAP	• C-ROADS WG4 and C-The Difference • DATEX II Programme Support Action • National ITS Master Plans for ASEAN Member States • TM2.0 / ERTICO — future traffic and mobility management
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CAREER

Professional experience

Founder & Senior Advisor MagicPill Mobility Porto, Portugal 2026–present	• Independent senior advisory practice in mobility, ITS, road operations, concession governance and transport transformation. • Founder-led support to public and private organisations, from diagnosis and decision structuring to operating-model design and delivery follow-through. • Focus on safer, more efficient, sustainable and connected services, using data, real-time information and operations-led technology.
Senior Executive — Strategy, Product & Business Development ARMIS ITS Porto, Portugal 2019–2026	• Senior leadership responsibilities across strategy, product positioning, business development, institutional engagement and strategic accounts. • Consolidated the ITS business positioning by connecting European policy, road operations, concession supervision, control centres, software and international markets. • Contributed to the evolution and positioning of Drive 3.0 as an integrated suite for operations, incidents, infrastructure and contract supervision, asset management, analytics and AI-supported decision making. • Translated complex technology capabilities into clear value propositions for operators, concessionaires, regulators, authorities and partners.

Policy Officer / Seconded National Expert

European Commission — DG MOVE

Brussels, Belgium | 2016–2019

- Designed, coordinated and monitored European ITS and C-ITS activities within the Sustainable & Intelligent Transport Unit.
- Chaired the C-ITS Platform II Working Group on Enhanced Traffic Management, focusing on connected vehicles, V2X, cooperative traffic management and automation.
- Acted as desk officer for C-The Difference and for the implementation of Delegated Regulations 886/2013 and 2015/962.
- Engaged with C-ROADS, TISA, POLIS, EUROCITIES, TM2.0, ACEA, CLEPA and DATEX II.

President / Board Member

ITS Portugal

Lisbon, Portugal | 2021–present

- Former President and current Board Member of the Portuguese Intelligent Transport Systems association.
- Organised the ITS Congress 2023 and promoted cooperation across authorities, operators, industry, technology, research and academia.

Director for Road Safety and Quality

IMT, IP

Lisbon, Portugal | 2014–2015

- Senior executive responsible for road quality and safety oversight, service levels, safety assessment and technical regulation.
- Managed performance indicators and concession-supervision frameworks linking operations, maintenance, safety and compliance.
- Steering member for implementation of the ITS Directive 2010/40/EU and DATEX II Strategic Committee member.

Head of Standardisation — ITS

InIR / IMT, IP

Lisbon, Portugal | 2008–2014

- Led ITS standardisation, innovation and national policy, supporting the application of European frameworks.
- Coordinated Portuguese participation in EasyWay, EIP, MedTIS and Arc Atlantique Corridor.
- Developed OpenRoads, a collaborative platform and data warehouse concept for quality parameters, KPIs, transparency and evidence-based supervision.

Project Manager / Senior Engineer / Engineer

ENAEUE and the Municipalities of Odivelas, Loures and Lisbon

Portugal | 1996–2008

- Built a technical foundation in civil engineering, road design, urban mobility, traffic engineering, land-use planning, licensing and infrastructure project management.

Education, languages and affiliations

- Civil Engineering, Instituto Superior Técnico, Technical University of Lisbon, 1995.
- Public Service Management Programme, INA — National Institute for Public Administration, 2011.
- Professional certificates in Project Management and Public Procurement, 2015.

- Languages: Portuguese (native); English C1 / Cambridge Proficiency; French and Spanish (intermediate).
- Affiliations: ITS Portugal — former President and current Board Member; contributor to European ITS interoperability initiatives and TM2.0/ERTICO.

Engagement contexts

Senior advisory, programme leadership, product and market strategy, technology curation, concession governance and mobility transformation. Particularly relevant to organisations that need to translate complex challenges into priorities, partnerships, operating models and implementable solutions.

MAGICPILL MOBILITY

Clarity, Independence and purpose.