

# MURP Speaker Series

Tuesday, February 20, 2024

11:15am-12:45pm, Wilkins Room, Humphrey School 215



Vehicle types influence urban planning and quality of life. In his presentation, **Micromobility and the American Urban Environment**, Marc Liu delves into the distinctive challenges and opportunities American cities face in the transition towards greater electrification and the embrace of micromobility.

11:15-11:30am – Gather (bring your lunch, we'll provide a beverage and dessert)

11:30am-12:30pm – Program

12:30-12:45pm – Informal conversation

## About Marc

Marc Liu is the Chief Revenue Officer of Civilized Cycles, a light electric vehicle engineering, design, and technology company that manufactures consumer and commercial transportation products. He previously founded and led ELMNTL, a digital marketing agency specializing in travel and hospitality, for 13 years until its acquisition by a private equity firm. Prior to ELMNTL, Marc was a mergers and acquisitions advisor for BDA Partners, specializing in cross-border transactions between Asia, North America, Europe and the Middle East. Marc graduated with a Master of International Affairs from the School of International and Public Affairs at Columbia University, and Sciences Po Paris.



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