Liliana Pereira

Director

Liliana is an experienced consultant with 23 years' experience in strategic infrastructure planning and transport projects including policy, public transport, rail, and toll roads. Before joining Steer, she worked for the transport research programme at the National University in Colombia and was key member of the transport planning team at Transmilenio (Bogota's BRT) in charge of short- and long-term forecasting.

Liliana has led more than 50 projects in coordination with multidisciplinary teams worldwide: involving data analytics for regional and city-wide mobility strategies, demand forecasting, public transit planning and design, rail, infrastructure transactions, strategic policy, and investment advice for a wide range of public and private sector clients. Currently, Liliana manages the Travel Demand and Land Use modeling delivery for Link 21 in the San Francisco Bay Area.

Since 2021 Liliana is the Equity and Inclusion leader for Steer, in charge of mainstreaming and developing E&I focused technical projects, coordinating an international team. Considering her experience and achievements Liliana won as International Inspiration at the 2020 Amazon everywoman transport & logistics awards.

Liliana was Mexico Office Leader for eight years. In 2019, she was appointed as Head of Operations for Latin America. In 2021, Liliana performed temporarily as acting Regional Director and was member of Steer's Executive.

Relevant skills

Analytics: Liliana started her career 20 years ago forecasting demand for mobility projects in medium size cities in Colombia, to define strategic transport networks. This was also her key role in Transmilenio, developing monthly demand estimations used to plan operations and medium- and long-term projections to be used in business cases to decide future expansions of the main network. Liliana has been project manager, director, specialist, and peer review in several mobility plans, public transit, rail and other transport interventions. Her role during the last years has been of assuring that analytic tools respond the strategic questions of our clients allowing decision making. During the last two years, Liliana has managed the travel demand and land use modeling workstream for the Link 21 project in the San Francisco Bay Area.

Public policy and mobility strategies: Liliana has led several city, national and multilateral public policy projects. Between 2018 and 2021 Liliana was team leader of the Future Cities Programme in Mexico, a £10m consulting contract funded by the UK's FCDO that seeks long-term change in access to jobs, services, and opportunities,

Qualifications

Universidad Nacional de Colombia
Civil engineer
2004

Universidad del Rosario
Postgraduate Diploma Project assessment and evaluation – (Level 6 equivalent ISCED – UNESCO)
2007

HEC Paris
Executive Master of Science in Finance
2023

Additional qualifications

London Business School
Developing Strategy for Value Creation
2013

London Business School
Executing strategy for results
2013

Harvard Business School
Leading Professional Service Firms
2014

Lund University - Swedish International Development Agency Sweden
Public Transport
2005

Years of experience

15 Consulting
4 Public sector
4 Academy - Research

Publications

Mobility patterns with gender perspective in Mexico City, 2020

TransMilenio BRT system in Bogota, high performance and positive impact Main results of an ex-post evaluation, 2012

Conferences

Transmilenio: A new transit system for Bogota, VI transport and traffic symposium, 2013

The Future of Transportation: 5th Annual Public Policy Conference Chapman University, 2019

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with focus in women and girls. She was technical director for Steer on the biggest consultancy contract awarded by the Treasury in Mexico, with the aim of improving impact and efficiency of federal funded infrastructure investment, looking at project planning, preparation, bidding, construction, and operation and including environmental, social and governance aspects. At city scale, Liliana has been involved in mobility plans and strategies for medium and big size cities.

Public transport: After her work in Transmilenio, Liliana continued working on public transport, mainly on BRT projects including corridor planning, project preparation, pre-feasibility, feasibility and implementation and operational review.

Rail: Liliana has been involved in several rail projects including the Link 21 project, managing the preparation studies for the intercity service of the Guanajuato State in Mexico, new metro lines for Mexico City and the Maya Rail, a 1.500 km network at the Yucatan Peninsula. Liliana has also taken part on business cases, funding and financing and regulation projects.

Equity and inclusion: Liliana led the first project in Mexico City that reviewed in depth travel pattern differences between women and men based on the metropolitan household survey in 2017. Our research informed the gender and transport plan for Mexico City and has been used for public policy by institutions like CEPAL. She also led the night bus demand study in Mexico City for the InterAmerican development bank that looked at measures to increase women demand and make the service more inclusive. As part of the Future Cities Programme in Mexico -described in detail on the next section- Liliana is responsible for overseeing equity and inclusion mainstreaming on the 10 projects included in the Programme. Recently Liliana started her role as travel and demand land use delivery manager for the Link 21 Programme in the Bay Area / California, one of her duties being mainstreaming equity and inclusion in demand modeling work. She leads the equity and inclusion practice at Steer.

Toll roads and infrastructure transactions: Liliana has gained specialist skills of delivering investment grade demand and revenue forecasts for several PPP transport projects including successful transactions financed in Mexico and the United States.

Projects summary

	Project	Client	Year/Location	Role
Rail	Link 21	HNTB / BART	2021/ongoing	Travel demand and land use delivery manager
	Tren Maya	FONATUR	2019-2021	Client manager
	Consultancy on the creation of the freight and passenger rail regulatory agency	Prosperity Fund - Embassy of the United Kingdom in Mexico	2015	Part of team providing strategic advice to Federal Transport Authority – SCT
	Cost-benefit analysis at a strategic level for two rail projects in Mexico City	CONOISA	2013	Technical Director
	Tren Expreso de Guanajuato	State government of Guanajuato	2009-2014	Project Manager and business case specialist.
	Four stage modeling - Mass transit and rail strategy in Mexico City	ICA Infrastructure	2012	Project manager
	Cost Benefit Analysis of additional works for Line 12 of the Mexico City Metro	ICA	2012	Team leader – Cost benefit analysis of additional works

	Project	Client	Year/Location	Role
	EU project to be added			
	Skill share on mainstreaming gender on the rail master plan in Colombia	UKPACT	2022	Specialist
Equity and inclusion	Future Cities Programme Mexico	PWC UK, Foreign and Commonwealth Office – UK	2018-2021	Team Leader
	Demand management and gender strategy for sustainable mobility in Mexico City	Latin-American development bank	2018-2019	Project Director

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	Project	Client	Year/Location	Role
	Nochebus Corridor Demand Management Model	Inter-American Development Bank and Laboratorio para la Ciudad	2017 –2018	Project Director

	Project	Client	Year/Location	Role
Public policy and mobility strategies	Future Cities Programme in Mexico	PWC UK, Foreign and Commonwealth Office – UK	2018-2021	Team Leader
	Implementation of BIM and Low Emission strategies in Mexico	Prosperity Fund	2018	Project Manager
	Transportation Infrastructure Strategy for the State of Mexico	Secretaría de Comunicaciones del Estado de México	2018 – 2019	Project director
	Consultancy to evaluate and strengthen the stages of the Infrastructure Development Cycle (CDI) in order to improve the impact on economic growth and productivity of infrastructure investment projects	Treasury and National Infrastructure Fund	2015-2016	Project lead of Steer components
	Strategic Mobility Plan - Municipality of Queretaro	Secretaría de Movilidad, Municipio de Querétaro	2016	Strategic advisor
	Diagnosis and identification of success factors of Infrastructure Megaprojects in two Countries: Guatemala and Colombia.	Inter-American Development Bank	2012-2013	Lead specialist for project analysis in Guatemala
	Mobility plan for Guadalajara	Municipio de Zapopan	2010-2014	Project Manager

	Project	Client	Year/Location	Role

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Toll roads and infrastructure transactions	Traffic and revenue forecasts for the border crossings in Ciudad Juarez / El Paso area	Gobierno del Estado de Chihuahua	2016-2017	Project Director
	Demand and revenue estimation for the Guadalupe – Samalayuca bypass on Ciudad Juarez, MX	Gobierno del Estado de Chihuahua	2014- 2015	Project Director
	Estimation of demand and revenues of the Corona Market parking	Afronta Grupo México SAPI de CV	2014 - 2015	Project Manager
	Demand and revenue forecast of the Naucalpan Ecatepec Highway	CONOISA	2013-2014	Technical Director
	Demand and revenue forecasting of the Mayab toll road network	CONOISA	2013	Project Manager
	Demand and revenue forecasting update for the FARAC toll road network	Red de Carreteras de Occidente	2013	Project Manager
	Traffic and revenue study of the Oaxaca Beltway.	Secretaría de Infraestructura del Estado de Oaxaca	2013	Project Manager
	Autopista del Sol	International Finance Corporation (IFC)	2009	Business case leader
	Audit of the macro-modeling of Bogota's road network.	Secretaría Distrital de Movilidad	2009	Project Manager

	Proyecto	Cliente	Año/Lugar	Cargo
Public transport	Diagnostic Study of the BRT System VIVEBUS in the City of Chihuahua	Secretaría de Hacienda del Gobierno del Estado de Chihuahua	2015	Project Manager, specialist in mobility, public transportation and project evaluation

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Impact Study and Technical Advisory regarding the Operating Conditions Agreement between Harinera la Espiga and Metrobus Line 6	Harinera La Espiga S.A. de C.V.	2014-2015	Part of the team that provided technical advice
Feasibility study of the PPP project for the construction, operation and maintenance of phases I and II of the TransMilenio system, with electric and hybrid buses.	Bogotá Eléctrika S.A.S.	2014	Technical expert
Consultancy to determine the effect of differential fares in TransMilenio	Latin-American development bank	2009 - 2010	Business case leader
Support in the modeling and ExPost Evaluation of Phases I and II of the TransMilenio System	World Resources Institute	2009	Project manager and technical expert
Consulting and technical support to the managing body of the Macrobús system in Guadalajara, Jalisco.	Latin-American development bank	2009	Project Manager
Integrated public transport system Neiva, Colombia	Departamento Nacional de Planeación	2008	Business case leader
Analysis of Transantiago's infrastructure	Transantiago, S.A	2008 – 2010	Mass Transit Systems Specialist

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