



MARK RALPH FIHE

Mark is driven by a passion for good design. He's a qualified traffic engineer, and the owner and driving force behind Traffic Solutions and a committed IHE member having served as South Western Branch Secretary for several years after starting the company.

Educated at Plymouth University, Mark has a BSc in Civil Engineering and a Diploma in Construction. Immediately after qualifying Mark went to Poole Council working in the highways department before moving to Bexley, Transco and then Dorset County Council. In 2002 he left Dorset and started Traffic Solutions.

Mark's love of traffic engineering and his expertise and skills in this field stem from being an avid car enthusiast. While growing up Mark was exposed to the excitement of sports cars by his father, the owner of the first Toyota Celica registered in the UK. His interest has grown from these early years to the almost fanatical levels of today. Conversations with him are often punctuated with examples of poor road junction design or incorrect signage, all related in an amusing and entertaining way.

As Mark explained to the 2010 IH South Western AGM, Traffic Solutions is a lean machine. "Traffic Solutions has grown every year and is currently one of the fastest growing traffic and highway companies in the UK. At heart we are all traffic engineers and we pride ourselves on being able to find niche and cost effective solutions to traffic management problems. Our clients' confidence is illustrated by the repeat business and trust they give us."

Mark has driven Traffic Solutions forward by tight financial and project management and by adding innovative products and services to its portfolio. Following the successful introduction of a unique anti graffiti product, Tecqua, he has recently added new software products specifically developed for highway departments including the unique ITSAM software system that enables traffic engineers

to provide effective quality assurance of the many types of documents associated with design and installation of traffic signal schemes.

“With an upfront cost agreement and clarity on the equipment being supplied, no client is left unsure of any detail of their scheme,” Mark says. “We understand that all projects are equally important to our customers and it is here we excel with supply, project management, traffic engineering, or safety audit; all supplied with the same attention to detail projects are always completed to our clients’ complete satisfaction.”