



Racquel Asa

CMO, Beep

Download Picture: [Here](#)

Racquel Asa has been at the forefront of every major transportation development and initiative in Florida for the past 10 years, operating as one of the most well-informed sources in the industry.

Prior to joining Beep, she worked as an award-winning journalist and anchor for nearly 15 years at television stations in both New York and Florida. Most recently, she was at WFTV in Orlando as the lead Transportation Reporter—covering every significant advancement and enhancement to the state's road infrastructure and growth in the autonomous vehicle industry. It was during her time at WFTV that she covered the launch and growth of Beep, extensively covering the first vehicles launched in Lake Nona.

In 2019, Racquel won the Citizen Transportation Advocate of the Year award by the Women in Transportation Central Florida Chapter. The recognition salutes a citizen who is an outspoken supporter of transportation advancement and enhancement in the community. In the same year, her name was entered into Congressional record during Asian American Pacific Islander Heritage month as the nation celebrated and highlighted the accomplishments by Asian Americans who have strengthened our nation.

Her advocacy for safer streets and new innovative solutions to improve mobility align with Beep's mission to create a transportation solution that is safe, sustainable, and efficient.

Racquel holds a Master of Science degree in Broadcast Journalism from Syracuse University, and a Bachelor of Arts in degree in Philosophy, Politics and Law