

# Driving Behavioral Change in Traffic Safety

## SPEAKER AND PANELIST BIOS, BY SESSION

### Welcome and opening remarks:

#### **Mark R. Rosekind, Administrator National Highway Traffic Safety Administration**

Mark R. Rosekind, Ph.D., was sworn in as the 15th Administrator of the National Highway Traffic Safety Administration on December 22, 2014. He was nominated by President Obama and confirmed by the U.S. Senate.



Administrator Rosekind is a passionate safety professional dedicated to enhancing transportation safety for the traveling public. In his role as Administrator, Rosekind is pursuing NHTSA's core safety mission of saving lives, preventing injuries, and reducing crashes through all of the tools available to the agency — including public awareness campaigns, technical innovation, research into human behavior, and enforcement authority.

Before becoming NHTSA Administrator, Rosekind served as the 40th member of the National Transportation Safety Board from 2010 to 2014. He was nominated to the NTSB by President Obama and confirmed by the U.S. Senate. He was the on-scene board member for seven major transportation accidents and participated in almost 50 accident board meetings, along with numerous NTSB public events on diverse safety topics. Rosekind advanced the agency's advocacy goals on substance-impaired driving, fatigue, fire safety, and rail mass transit.

Administrator Rosekind is an internationally recognized expert on human fatigue, credited with leading the field in innovative research and implementing programs in all modes of transportation. His work has been widely published, and his awards include NASA's Exceptional Service Medal and six other NASA group/team awards; the Mark O. Hatfield Award for Public Policy from the American Academy of Sleep Medicine; two Flight Safety Foundation honors: the President's Citation for Outstanding Safety Leadership and the Business Aviation Meritorious Service Award; and Fellow of the World Economic Forum in Davos, Switzerland.

Prior to his appointment to the NTSB, Rosekind founded Alertness Solutions, a scientific consulting firm that specialized in fatigue management, and served as the company's first president and chief scientist. He previously directed the Fatigue Countermeasures Program at NASA's Ames Research Center and was chief of the Aviation Operations Branch in the Flight Management and Human Factors Division. He launched his professional career as the director of the Center for Human Sleep Research at the Stanford University Sleep Disorders and Research Center.

Administrator Rosekind earned his A.B. with honors from Stanford University, his M.S., M.Phil., and Ph.D. from Yale University, and completed a postdoctoral fellowship at the Brown University Medical School.



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### **Jeff Michael, Associate Administrator for Research and Program Development National Highway Traffic Safety Administration**

Jeff Michael is Associate Administrator for Research and Program Development at the National Highway Traffic Safety Administration, with responsibility for the development of programs to increase seat belt use, decrease impaired driving, and improve the safety of motorcyclists, bicyclists, pedestrians and older drivers.

Previously he served as Director of the Impaired Driving and Occupant Protection Office, with responsibility for developing and promoting programs to reduce alcohol- and drug-impaired driving and increase the use of seat belts and child safety seats.

During his tenure, Michael also served as Chief of the agency's Emergency Medical Services Division, where he supported the national EMS system by developing and maintaining consensus guidelines for educating emergency medical technicians and improving EMS operations. Michael has served in the Federal Government for 25 years.

## **Examining Core Strategies: The Current Status of Behavioral Safety Countermeasures**

### **Moderator: Laura Dunn, Manager, Research and Communications AAA Foundation for Traffic Safety**

Before joining AAAFTS in 2015, Dunn completed a post-graduate fellowship with NHTSA's Offices of Impaired Driving and Occupant Protection, where she worked on child passenger safety, adult occupant protection and impaired driving projects. Prior to her fellowship, Dunn worked for the Illinois Department of Transportation Division of Traffic Safety as a traffic safety liaison, becoming a Certified Child Passenger Safety Technician Instructor in 2010. She then worked for Saint Louis Children's Hospital as a program assistant for pediatric injury prevention programming, and as a Certified Child Passenger Safety Technician. She also worked with the Nurses for Newborns Foundation during her graduate studies to develop a pediatric injury prevention toolkit for home visitation clients. She has a B.S. in Health Science from Truman State University and Master of Public Health from Saint Louis University.

### **Amy Berning, Senior Research Psychologist National Highway Traffic Safety Administration**

Amy Berning is a research psychologist with the National Highway Traffic Safety Administration. Berning has conducted behavioral research on traffic safety issues with NHTSA for over 25 years in many areas, but with a focus on alcohol- and drug-impaired driving. Her research at NHTSA includes problem identification as well as evaluation of the impact of impaired-driving laws and programs on behavior and traffic safety. Berning's recent work includes the National Roadside Surveys of Alcohol and Drugs, and the Crash Risk of Drug and Alcohol Use.



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### **Lora B. Hollingsworth, Chief Safety Officer Florida Department of Transportation**

Lora Hollingsworth serves as the Chief Safety Officer for the Florida Department of Transportation (FDOT). She is a registered professional engineer with more than 25 years of experience in both public service and private sector.

Hollingsworth led the effort to update Florida's Strategic Highway Safety Plan in 2012 and is working with traffic safety partners across the State to deliver a 2016 update to the Plan. Her office houses both the Highway Safety Plan (the NHTSA safety program) and the Highway Safety Improvement Program (the FHWA safety program).

Prior to joining FDOT Hollingsworth served as City Engineer and Public Works Director for a Central Florida municipality. She has also held private sector and county government leadership roles, working on safety issues, public works programs, and managing community and transportation projects. She is a longtime safety advocate.

### **Ronal W. Serpas, Professor of Practice, Criminology and Justice Loyola University New Orleans**

Ronal W. Serpas, Ph.D., is a Professor of Practice – Criminology and Justice, Loyola University New Orleans and recently retired from a 34-year career in law enforcement. The last 13 years of his law enforcement career he served as police chief in New Orleans, police chief in Nashville and chief of the Washington State Patrol. Serpas is a past vice president of the International Association of Chiefs of Police (IACP), the current Chair of the IACP Community Policing Committee, and a Life Member of the IACP. Serpas is the founding Co-Chair of Law Enforcement Leaders to Reduce Crime and Incarceration, and he serves as an Executive Fellow to the Police Foundation, National Advisory Board Member to Cure Violence and a National Board Member to the National Police Research Platform. Serpas has published articles on police leadership and accountability, community policing, gun violence and procedural justice and police legitimacy.



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## SPEAKER AND PANELIST BIOS, BY SESSION

### Exploring Potential Alternative Evidence-Based Strategies for Changing Behavior

**Moderator: Kathleen Ballard, Highway Safety Specialist,  
Impaired Driving Division  
National Highway Traffic Safety Administration**

A Highway Safety Specialist in NHTSA's Impaired Driving Division since August 2011, Ballard manages cooperative agreements with Community Anti-Drug Coalitions of America, National Organizations for Youth Safety (NOYS), and Students Against Destructive Decisions. She serves as NHTSA's staff representative to the Interagency Coordinating Committee on the Prevention of Underage Drinking, Interagency Working Group on Youth Programs, National Coordinating Committee on School Health and Safety, and National Sheriffs' Association Committees on Crime Victim Services and Traffic Safety. Additionally, she participates in NHTSA's Leadership Candidate Development Program, leads NHTSA's Youth Traffic Safety Team, and is NHTSA's non-voting liaison to the NOYS Board of Directors. Ballard previously worked as Director of Government Relations at the Foundation for Advancing Alcohol Responsibility.

**Erin Sauber-Schatz, Team Lead, Transportation Safety Team  
Centers for Disease Control and Prevention**

Erin Sauber-Schatz, Ph.D., MPH, serves as the team lead of the Transportation Safety Team in the Division of Unintentional Injury Prevention. She is responsible for overseeing all of CDC's transportation safety activities which includes motor vehicle injury prevention, a CDC winnable battle. The Transportation safety Team's focus areas include seat belt use, child passenger safety, safe teen driving, alcohol-impaired driving, tribal motor vehicle injury prevention, and older adult mobility.

She began her career at CDC in the Epidemic Intelligence Service working at the Florida Department of Health with a focus in maternal and child health. She has served as an epidemiologist on the Transportation Safety Team with subject matter expertise in child passenger safety and safe teen driving including the Parents Are the Key campaign, CDC's national campaign to increase awareness among parents of proven steps to keep teen drivers safer.

Sauber-Schatz received her Bachelor of Arts degree in biology with a minor in French from Texas A&M University, her MPH in epidemiology from the Texas A&M School of Rural Public Health, and her Ph.D. in epidemiology and a certificate in public health preparedness and disaster response from the University of Pittsburgh, Graduate School of Public Health. She is a Commander in the United States Public Health Service.



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### **Gregg Haifley, Director, Federal Relations American Cancer Society Cancer Action Network**

Based in Washington, DC, Gregg Haifley handles Congressional and Executive Branch advocacy on tobacco, physical activity, and nutrition issues for the American Cancer Society's non-profit, non-partisan advocacy affiliate, ACS CAN. He was part of the team that successfully convinced the Congress to pass the landmark Family Smoking Prevention and Tobacco Control Act, which gave the U.S. Food and Drug Administration the authority to regulate the manufacture, marketing and sale of tobacco products.

Haifley was also involved in the Congressional passage of the 2009 increase of the U.S. Federal tobacco tax - the largest ever increase in the Federal tobacco tax. Haifley has a long history of health law advocacy. Prior to joining ACS CAN, he worked for several years at the Children's Defense Fund, where he was involved in Congressional passage of the Children's Health Insurance Program (CHIP) law which provides health care coverage to more than 6 million children who would otherwise have been uninsured for health care.

### **Georges Benjamin, Executive Director American Public Health Association**

Georges C. Benjamin, M.D., is well-known in the world of public health as a leader, practitioner and administrator. Benjamin has been the executive director of the American Public Health Association (APHA), the Nation's oldest and largest organization of public health professionals, since December 2002. He came to that post from his position as secretary of the Maryland Department of Health and Mental Hygiene. Benjamin became secretary of health in Maryland in April 1999, following four years as its deputy secretary for public health services. As secretary, Benjamin oversaw the expansion and improvement in the State's Medicaid program.

Benjamin is a graduate of the Illinois Institute of Technology and the University of Illinois College of Medicine. He is board-certified in internal medicine and a Master of the American College of Physicians, a fellow of the National Academy of Public Administration and a fellow emeritus of the American College of Emergency Physicians. He holds honorary fellowships in two distinguished British public health societies: the Royal Society of Public Health and the Faculty of Public Health both in Britain.

Benjamin started his medical career in 1981 as chief of the Acute Illness Clinic at the Madigan Army Medical Center in Tacoma, Washington. A few years later, he served as chief of emergency medicine at the Walter Reed Army Medical Center. After leaving the Army, he chaired the Department of Community Health and Ambulatory Care at the District of Columbia General Hospital. He was promoted to acting commissioner for public health for the District of Columbia and later directed one of the busiest ambulance services in the Nation as interim director of the Emergency Ambulance Bureau of the District of Columbia Fire Department.



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At APHA, Benjamin also serves as publisher of the nonprofit's monthly publication *The Nation's Health*, the association's official newspaper, and the *American Journal of Public Health*, the profession's premier scientific publication. He is the author of more than 100 scientific articles and book chapters.

Benjamin serves on several boards such as Research!America, Maryland Health Benefit Exchange, the CDC Director's Advisory Committee, University of Maryland Medical System and, the Reagan-Udall Foundation. He is a member of the Institute of Medicine of the National Academies. In 2008 and 2014, he was named one of the top 25 minority executives in health care by *Modern Healthcare Magazine*, in addition to being voted among the 100 most influential people in health care from 2007 through 2014 and one of the Nation's most influential physician executives from 2009 to 2014.

### **David Abrams, Executive Director**

**The Schroeder Institute for Tobacco Research and Policy Studies, Truth Initiative  
Professor, Department of Health, Behavior and Society  
The Johns Hopkins Bloomberg School of Public Health**

Professor of Oncology, Georgetown University Medical Center Lombardi Comprehensive Cancer Center (adjunct) David Abrams holds a BSc. (Hons.) in Psychology and Computer Science from the University of the Witwatersrand, Johannesburg, South Africa, and a Doctorate in Clinical and Health Psychology from Rutgers University, United States. From 1978 to 2004 he rose to Professor at Brown University Medical School and was founding Director of Brown's Centers for Behavioral and Preventive Medicine. From 2004-2008, he became Director of the Office of Behavioral and Social Sciences Research (OBSSR) and Deputy Director, United States National Institutes of Health (NIH). At OBSSR-NIH he spearheaded a strategic plan for systems integration of bio-behavioral, socio-cultural and public health disciplines to improve the Nation's health. He was President of the Society for Behavioral Medicine (SBM) and a recipient of their Distinguished Scientist, Research Mentorship and Service Awards. He has published over 250 peer-reviewed scholarly articles and been a Principal Investigator on numerous NIH grants and contracts. Abrams has served on the Institute of Medicine, National Academies of Science; on the Board of Scientific Advisors of the National Cancer Institute and in other expert roles. Abrams received the Joseph Cullen Memorial Award of the American Society for Preventive Oncology for lifetime contributions to tobacco control; the Research Laureate Award from the American Academy of Health Behavior; and a distinguished Alumnus Award from Rutgers University. Abrams is a licensed clinical psychologist specializing in Behavioral Medicine. He employs transdisciplinary, team science and systems integration as frameworks at the interface of bio-medical, behavioral and social-ecological-public health disciplines to improve health of populations.



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### KEYNOTE SPEAKER:

#### **Cass R. Sunstein, Robert Walmsley University Professor Harvard Law School**

Cass R. Sunstein is currently the Robert Walmsley University Professor at Harvard Law School. From 2009 to 2012, he was Administrator of the White House Office of Information and Regulatory Affairs. He is the founder and director of the Program on Behavioral Economics and Public Policy at Harvard Law School. Sunstein has testified before Congressional committees on many subjects, and he has been involved in constitution-making and law reform activities in a number of nations. He also taught at the University of Chicago for more than 25 years.

Sunstein is author of many articles and books. He is now working on group decision-making and various projects on the idea of liberty. He earned his A.B. degree, magna cum laude, from Harvard College, and graduated magna cum laude from the Harvard Law School in 1978. He also clerked for Supreme Court Justice Thurgood Marshall from 1979–1980.

### **Making It Work: Analyzing the Feasibility of Alternative Evidence-Based Strategies**

#### **Moderator: Maria Vegega, Chief, Occupant Protection Division National Highway Traffic Safety Administration**

Maria Vegega is currently the Chief of the Occupant Protection Division in the Office of Impaired Driving and Occupant Protection at the National Highway Traffic Safety Administration. She manages a staff responsible for developing program approaches to increase the use of seat belts and child restraint systems and reduce distracted and drowsy driving. Prior to her appointment to the Occupant Protection Division in September 2011, she served as Chief of the Behavioral Research Division in the Office of Behavioral Safety Research where she was responsible for behavioral research addressing topics such as alcohol- and drug-impaired driving; speeding; and pedestrian, bicycle, and motorcycle safety.

Vegega has a long history in injury control and served as Policy Advisor to senior NHTSA executives. She managed the international behavioral traffic safety program, served as the U.S. government representative on the Working Party for Road Traffic Safety (UNECE), worked on the World Report on Road Traffic Injury Prevention and on World Health Day activities, and served on an Organization for Economic Co-operation and Development committee on Keeping Children Safe in Traffic. Vegega has published on a variety of traffic safety issues and has participated in many interdisciplinary efforts to reduce motor vehicle crashes. She holds a Ph.D. in social psychology from The Pennsylvania State University.



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### **Jim Hedlund, Principal Highway Safety North**

Jim Hedlund is Principal, Highway Safety North in Ithaca, New York. He spent 22 years at the National Highway Traffic Safety Administration in various research and management positions, most recently as Associate Administrator for Traffic Safety Programs. From 2011 to 2015 he served as a consultant on management and data analysis for the SHRP 2 naturalistic driving study of the National Academy of Sciences.

He has published over 60 research studies, conference summaries, research syntheses, and guides on a variety of behavioral traffic safety subjects, including Countermeasures That Work, Traffic Safety Performance Measures for States and Federal Agencies, Increasing Alcohol Interlock Use: Successful Practices for States, Drug-Impaired Driving: A Guide for What States Can Do, and Unbuckled in Back: An Overlooked Issue in Occupant Protection. He holds a Ph.D. in mathematics from the University of Michigan.

### **Federico E. Vaca, Professor and Vice Chair, Department of Emergency Medicine Yale School of Medicine**

Federico E. Vaca is a Professor and Vice Chair in Yale School of Medicine's Department of Emergency Medicine where he also holds a secondary appointment in the Yale Child Study Center. Vaca previously served as a Medical Fellow for NHTSA in Washington, DC. He serves on the Transportation Research Board of the National Academies' Committee on Operator Education and Regulation (ANB30) and its Young Driver Subcommittee. Vaca was a recent Collaborating-Visiting Scholar at the NIH-Eunice Kennedy Shriver National Institute of Child Health & Human Development (NICHD), Division of Intramural Population Health Research (DIPHR), Health Behavior Branch (HBB). He is a research and academic mentor to research fellows in the NIDA-funded K12 Mentored Clinical Scientists Development Program Award in Drug Abuse and Addiction and the Yale University Robert Wood Johnson Clinical Scholars Program.

His research has focused on adolescent development and behaviors that influence the risk of motor vehicle crash morbidity and mortality as well as health disparities in injury and alcohol use disorders. Vaca has served on several national expert panels directed by the National Institutes of Health, National Academies of Science, Transportation Research Board, Centers for Disease Control and Prevention, Safe States Alliance, and the U.S. Department of Transportation's National Highway Traffic Safety Administration. Vaca has served as member of the Executive Committee and the Board of Directors for the Association for the Advancement of Automotive Medicine. He is also a Research Scientist member of the National Hispanic Science Network.





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### **Andrea C. Gielen, Director** **Johns Hopkins Center for Injury Research and Policy**

Andrea C. Gielen, Sc.D. Sc.M., is Professor and Director of the Johns Hopkins Center for Injury Research and Policy at the Johns Hopkins Bloomberg School of Public Health. This Center – one of ten centers for excellence in injury control research funded by the CDC – is home to a large and multidisciplinary faculty that conducts research, trains students, and supports research translation and practice partnerships. Gielen is a behavioral scientist with decades of experience as a public health department practitioner in health promotion and as an academic researcher whose focus is on behavioral intervention trials. Currently, her work focuses on community and clinic-based programs to reduce home injuries, pedestrian injuries, motor vehicle occupant injuries, prescription drug overdose, and domestic violence. Gielen received her Sc.M. in 1979 and her Sc.D. in 1989 from the Johns Hopkins Bloomberg School of Public Health.

### **Adrian Lund, President** **Insurance Institute for Highway Safety**

Adrian K. Lund, Ph.D., is president of the Insurance Institute for Highway Safety and the Highway Loss Data Institute. A highway safety expert consulted frequently by reporters, Lund appears regularly on TV news magazines and on network news programs.

Trained initially as a psychologist, Lund has been involved in health-related research since 1974. He joined IIHS in 1981 as a behavioral scientist, becoming senior vice president for research in 1993, chief operating officer for IIHS and HLDI in 2001, and president in 2006.

Lund is the author of numerous scientific papers on such topics as young drivers, alcohol and drug use among drivers, occupant restraints and the effect of vehicle design on driver behavior and crashworthiness. He has served on many government and nongovernmental committees addressing highway safety issues.

Prior to joining IIHS, Lund conducted research on people's health activities at the University of Connecticut Health Center. He received a bachelor's degree from North Carolina State University and a doctorate from the State University of New York at Buffalo.



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**Jana Simpler, Director  
Delaware Highway Safety Office  
Chair, Governors Highway Safety Association**

Jana Simpler was elected by her peers to the position of GHSA Chair in August 2015. She is the Director of the Delaware Office of Highway Safety (DE OHS). She started her career in highway safety in 1997, served as the Deputy Director of DE OHS through 2009 and as the Director for the last six years.

Prior to her election to chair GHSA, she served as the Board's Secretary for three years and as the NHTSA Region 3 Representative for two. Additionally, she served as the Chair of the Federal Relations Committee, was a member of the GHSA Annual Meeting Planning Committee, and has participated on two NCHRP panels on behalf of GHSA. Simpler also served as a GHSA Executive Seminar faculty member for the last four seminars and represents GHSA at regional and national meetings.

Simpler received her Master's degree in Public Administration from Wilmington University in 1997 and her Bachelors in Criminal Justice from the University of Delaware in 1993.

**Ann Dellinger, Chief, Home, Recreation and Transportation Safety Branch  
CDC's National Center for Injury Prevention and Control**

Ann M. Dellinger, Ph.D., M.P.H., serves as chief of the Home, Recreation and Transportation Safety Branch of the Division of Unintentional Injury Prevention, at CDC's National Center for Injury Prevention and Control. There she oversees the Center's work on older-adult falls, sports and road safety. Dellinger currently conducts several studies in the area of motor vehicle safety focusing on older drivers, child occupant and pedestrian injury, injury risk behavior and international road safety. She consults with domestic and international organizations including the U.S. Transportation Research Board, the World Health Organization and the Pan American Health Organization. She serves on the editorial boards for Traffic Injury Prevention and Clinical Medicine Insights: Geriatrics. Dellinger is the recipient of the Department of Health and Human Services Secretary's Awards for Distinguished Service for assistance during the Oklahoma City bombing (1997) and the World Trade Center/Anthrax Investigation Emergency Response Team (2002).



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## SPEAKER AND PANELIST BIOS, BY SESSION

### Redesigning Success: The Promise of Innovative Approaches

#### **Moderator: Noah Smith, Program Analyst, Emergency Medical Services Division National Highway Traffic Safety Administration**

Noah Smith is an EMS Specialist with NHTSA's Office of Emergency Medical Services in Washington, DC, where he helps EMS systems to utilize their patient-level data meaningfully to improve care through the implementation of the National EMS Information System (NEMSIS). He leads projects on performance measurement and improvement, EMS reimbursement policy, and innovative system design. He previously consulted with the U.S. Navy on Fire and Emergency Services policy matters. He holds an M.P.H. in Health Policy and remains an active EMS provider for the Seat Pleasant Volunteer Fire Company in Maryland.

#### **Mary D. (Maggi) Gunnels, Associate Administrator, Regional Operations and Program Delivery National Highway Traffic Safety Administration**

Mary D. Gunnels is Associate Administrator for Regional Operations and Program Delivery at the National Highway Traffic Safety Administration. She came to the United States Department of Transportation in 2002, after working more than 15 years in clinical care and program administration, and in academia, in Texas and Oregon.

She began Federal service with NHTSA, and joined the Federal Motor Carrier Safety Administration in 2004, serving most recently as Director, FMCSA Office of Medical Programs. Gunnels was appointed to the Senior Executive Service in 2007.

While a faculty member in the Department of Emergency Medicine, Oregon Health and Sciences University School of Medicine in Portland, she expanded her activities to include national traffic safety programs and projects. Her doctoral work explored environmental factors for pedestrian injury using GIS methods, and she has maintained a longstanding interest in emergency cardiovascular care, emergency medical services and systems, public health issues, motor vehicle-related injury and traffic safety policy.

Gunnels has a history of service and leadership in professional organizations, such as the American Public Health Association, and has served on State appointed committees, and injury prevention coalitions and task forces at the community, State and national levels.



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### **Steve Ander, Senior Managing Consultant Gallup**

Steve Ander consults with government leaders to architect strategies that address management, customer, and market research needs to help agencies change for the better. In his career, he has led various projects for organizational change at the U.S. Postal Service, Library of Congress, National Oceanic and Atmospheric Administration, Economic Development Administration, Customs and Border Protection, Federal Emergency Management Agency, Census Bureau, Women's Bureau of the Department of Labor, Financial Crime Enforcement Network, Internal Revenue Service, and the Federal Aviation Administration. In the field of traffic safety, he has led Gallup's research of the impacts of drug use, drinking, and marijuana legalization on driving. His insights on issues affecting government have been cited by numerous media outlets, including the Washington Post, TIME, ABC News, NBC News, Forbes, and Politico.

Prior to joining Gallup, Ander served as a Special Advisor to the Director of the U.S. Secret Service. His focus included improving systems and processes across the organization to improve operational performance. He also served as the Secret Service's liaison to the U.S. Department of Homeland Security in its efforts to consolidate learning and performance systems. His additional government experience includes work for the U.S. Government Accountability Office; PricewaterhouseCoopers' Washington Federal Practice; and the Governor's Office of the Commonwealth of Virginia.

Ander graduated Phi Beta Kappa and summa cum laude from the University of Virginia with his bachelor's degree in economics and government. He later received his master's degree in public policy from Harvard's Kennedy School of Government.

### **Amir Zonozi, Chief Strategy Officer Zoomph**

Amir Zonozi is the Chief Strategy Officer and resident social media geek for Zoomph. He brings years of experience in the digital, sales, and social media consultancy landscape. Zonozi specializes in brand consulting and new media that push for innovative ways to deepen engagement. His clients include Twitter, The White House, New York Giants, Washington Redskins, Capitals and Wizards, Baltimore Orioles, Mary Kay, Food Network, Dove Mens+Care, and the U.S. Department of State to improve their campaign efforts and build stronger audience relationships.



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### **Kien S. Lee, Principal Associate/Vice President Community Science**

Kien S. Lee has expertise in immigrant integration issues, racial equity strategies and programming, health disparities reduction, and development of cross-culturally competent organizations. She is recipient of the Society for Community Research and Action Award for Distinguished Contributions to Practice in Community Psychology, and recipient (with D. Chavis) of the Outstanding Evaluation Award from the American Evaluation Association. She has been a contributor to Maryland's immigrant integration policies, having served on a State-appointed workgroup on immigrants' access to government and Governor Martin O'Malley's Commission to Study the Impact of Immigration on Maryland. Lee has led the evaluation of initiatives and research studies that address community change due to demographic shifts for foundations, Federal agencies, and nonprofits such as the W. K. Kellogg Foundation, The Colorado Trust, Connecticut Health Foundation, Department of Education Office of Vocational and Adult Education, Department of Health & Human Services Office of Minority Health, and Lutheran Immigration and Refugee Services. Before joining Community Science, Lee assisted in the coordination and evaluation of initiatives that focused on community and coalition building, including the Center for Substance Abuse Prevention's Community Partnership and Community Coalition Demonstration Grant Projects and the LISC's Community Building Initiative. Her current work focuses on how to build the capacity of community-based organizations to be better consumers of data as well as the measurement of immigrant integration and racial equity.

### **Defining a Long-Term Vision for Traffic Safety**

#### **Matts-Åke Belin, Traffic Safety Strategist Swedish Transport Administration**

Matts-Åke Belin has a long history within the Swedish government and he works primarily with overall safety policies, strategies and collaboration with different stakeholders. From 2007–2009 Belin worked for the World Health Organization where he participated in the development of global road safety strategies and global partnerships. Belin has also chaired the technical committee 3.1 of the National Road Safety Policies and Programme, World Road Association. Currently, he is a traffic safety strategist at the Swedish Transport Administration and responsible for the development of Vision Zero Academy. Belin is affiliated as a researcher at Mälardalens University in Sweden.

Belin is also the Swedish delegate to the UN Road Safety Collaboration and the international representative at the U.S. Transportation Research Board standing committee ANB 10 on Transportation Safety Management.



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### **Tom Gage, CEO and Managing Director Marconi Pacific**

Tom Gage is CEO and Managing Director and founder of Marconi Pacific. He has practiced as a management consultant with Fortune 100 corporations for over 25 years. He was formerly SVP and General Manager at VeriSign. Previous to that he was Vice President and Managing Director of Gemini Consulting's C4 practice (Communications, Computing, Consumer Electronics and Content). He is a board member of The Yale Center for Customer Insights and of ATIS -The Alliance for Telecommunications Industry Solutions. Gage is the author and editor of two editions of Energy Primer – Solar, Water, Wind and BioFuels, and of numerous articles on telecommunications and technology business issues and vehicle automation. He holds an MPPM from the Yale School of Management and a BA in Economics from Cornell University.

### **Hey, What's the Big Idea?**

### **Moderator: Rory Austin, Chief, Injury Prevention Research Division National Highway Traffic Safety Administration**

Rory Austin is the Chief of the Injury Prevention Research Division at the National Highway Traffic Administration. In this position, he oversees behavioral safety research programs in the areas of occupant protection, distracted and drowsy driving, older and teen drivers, and Emergency Medical Services. Previously Austin served as the policy advisor to NHTSA's Senior Associate Administrator for Vehicle Safety where he assisted in the planning, budgeting, implementation and evaluation of vehicle safety programs. In 2015 Austin received NHTSA's Employee of the Year Award for preparing briefings on a full range of complicated vehicle safety issues and for ably articulating the agency's budgetary needs for vehicle safety programs. Austin also worked in NHTSA's National Center for Statistics and Analysis where he managed a team of mathematical statisticians conducting vehicle safety research and served as the technical manager of the State Data System. In 2009 Austin won the U.S. Department of Transportation Meritorious Achievement Silver Medal for developing a new data system for reporting crashes off the trafficway, and injury incidences occurring in and around motor vehicles. Austin began his career in NHTSA in the Office of Rulemaking where he supported the development of vehicle safety regulations. Prior to joining NHTSA in 2002, Austin served as an Assistant Professor of Political Science at the George Washington University and Vanderbilt University. He completed a B.A. in Mathematical Economic Analysis at Rice University, an M.A. and Ph.D. in Political Science at University of Rochester, and a research fellowship at the Brookings Institution.



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### **Hyunsoo Chang, Associate Fellow, Social and Behavioral Sciences Team National Science and Technology Council**

Hyunsoo Chang is an Associate Fellow at the Social and Behavioral Sciences Team, where he applies insights from social and behavioral sciences research to help improve how the Federal Government operates and how it interacts with its citizens. He has worked with various Federal agencies to help make changes to their programs and operations, the effectiveness of which is evaluated using randomized controlled trials and other experimental designs. He concurrently holds a position at ideas42, a non-profit behavioral economics design lab spun out of Harvard's Institute for Quantitative Social Science, where his work has focused on design and analysis of behavioral "nudges" in consumer finance and retirement security. Previous to ideas42, he was a research assistant at the Department of Business Economics and Finance at USC's Marshall School of Business, where he worked on various projects in the fields of behavioral finance/economics, health economics, and industrial organization. He holds a B.A. in Economics and Political Science from Amherst College.

### **Chris Greer, Director, Smart Grid and Cyber-Physical Systems Program Office and National Coordinator for Smart Grid Interoperability National Institute of Standards and Technology**

Chris Greer is Senior Executive for Cyber Physical Systems, Director of the Smart Grid and Cyber-Physical Systems Program Office, and National Coordinator for Smart Grid Interoperability at the National Institute of Standards and Technology. Prior to joining NIST, Greer served as Assistant Director for Information Technology R&D in the White House Office of Science and Technology Policy (OSTP) and Cybersecurity Liaison to the National Security Staff. His responsibilities there included networking and information technology research and development, cybersecurity, and digital scientific data access. He has also served as Director of the National Coordination Office for the Federal Networking and Information Technology Research and Development (NITRD) Program. This program coordinates IT R&D investments across the Federal government, including the cyber-physical systems research portfolio.



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## SPEAKER AND PANELIST BIOS, BY SESSION

### **Jonathan W. King, Program Director and National Institutes of Health (NIH) Science of Behavior Change Common Fund Co-Coordinator National Institute on Aging**

Jonathan W. King received his Ph.D. in Cognitive Psychology from Carnegie Mellon University. His post-doctoral work in cognitive neuroscience at the Department of Cognitive Science at UCSD focused on language processing and working memory in both younger and older adults. King later joined the faculty in the Department of Psychological Sciences and the Interdisciplinary Neuroscience Program at the University of Missouri-Columbia. In 2006, he joined the Bio-behavioral and Behavioral Processes (BBBP) Integrated Review Group at the Center for Scientific Review at NIH, and in 2007 he became a program director in the Division of Behavioral and Social Research at the National Institute on Aging (NIA). King's portfolio includes grants on cognitive aging, human factors, driving, behavior genetics, and technology use by older adults. While at NIA, he has coordinated new initiatives in interventions to remediate age-related cognitive decline, behavioral economic approaches to behavior change, and projects in cognitive epidemiology, behavior genetics, and genomics. He is currently the Co-Coordinator for the NIH Science of Behavior Change Common Fund effort, and a member of the Executive Committees of Big Data to Knowledge and Human Heredity and Health in Africa.

### **Daniel Morgan, Chief Data Officer United States Department of Transportation**

Daniel Morgan is the first Chief Data Officer of the United States Department of Transportation. As the CDO, he has overall responsibility for Departmental data programs and data compliance. He is responsible for establishing a clear vision of the data managed in DOT and the application of DOT data for decision-making. He serves as data strategist and adviser, steward for improving data quality, liaison for data sharing and developer of new data products.

Prior to assuming this role, Morgan spent 15 years as a management consultant, providing services to public and private sector clients in a variety of areas, including: open government, information technology governance, capital planning and investment control, enterprise architecture, and human capital planning.

Morgan holds a Bachelor's Degree in Mechanical Engineering from the University of Illinois at Urbana-Champaign.

