

Racing Toward Zero: a road safe world



Hon. David Strickland currently serves as Vice President for Global Regulatory Affairs and Transportation Technology Policy for General Motors (GM). He is responsible for GM's advocacy with regulatory agencies at the local, state, national and international levels, focusing on the company's transition to be the leading electric vehicle and automated vehicle manufacturer in the world.

Prior to joining GM, Strickland served as the Staff Director for the U.S. Senate Committee on Commerce, Science and Transportation from 2019 - 2021. The Committee's policy and legislative jurisdiction includes Transportation Policy, Highway Safety, Aviation, Passenger and Freight Rail, Ports, Coast Guard, Communications, Internet Policy, Interstate Commerce, Marine Conservation, Fisheries, the Merchant Marine, Oceans, Weather, Atmospheric Activities, Product Safety, Pipelines, Science, Space, Technology Research, Standards and Measurement, and Sports. Agencies overseen by the Committee include the Department of Transportation, the Department of Commerce, the Consumer Product Safety Commission, the Transportation Safety Administration, the Federal Communications Commission, the Federal Trade Commission, the National Aeronautics and Space Administration (NASA), the National Oceanographic and Atmospheric Administration (NOAA), the National Institute of Standards and Technology, the National Transportation Safety Board and the White House Office of Science and Technology Policy.

Before rejoining Senate Commerce, Strickland was a partner at Venable LLP, a large national law firm from 2014 - 2019. As part of the Regulatory Group, his practice focused on transportation policy, consumer protection, Internet privacy, data security, and legislative and government affairs.

Prior to joining Venable, Strickland served as the fourteenth Administrator of the National Highway Traffic Safety Administration (NHTSA) from 2010 - 2014. As the top automotive safety official in the United States, he was responsible for executing the agency's mission to reduce crash-related fatalities and injuries while insuring the highest standards of safety on the nation's roads. Strickland oversaw a broad range of vehicle safety and policymaking programs, including setting vehicle safety standards, investigating possible safety defects, and tracking safety-related recalls; annually distributing over \$600 million in highway safety grants to states and leading the behavioral safety program; and establishing and enforcing the regulations on fuel economy. His major accomplishments at NHTSA include overseeing the development of the first national fuel economy programs for both passenger vehicles and heavy-duty trucks in conjunction with the Environmental Protection Agency and implementing the vehicle safety and highway safety grant mandates included in the 2012 Highway Reauthorization (MAP-21). He also issued the first ever ejection mitigation standards for passenger vehicles to help keep passengers from being partially or fully ejected from vehicles during a rollover crash; mandated lap and shoulder belts be installed on all new motorcoaches; launched the nation's largest connected vehicle (V2V) safety pilot program, and issued the first ever automated vehicle policy. In addition, Strickland brought national attention to child passenger safety issues and was a leader in the campaigns to fight impaired and distracted driving.

Prior to his appointment to NHTSA, Strickland spent eight years on the staff of the U.S. Senate Committee on Commerce, Science and Transportation as Democratic Senior Counsel. Through this

position he served as lead counsel for the subcommittees overseeing the Federal Trade Commission (FTC), the Consumer Product Safety Commission (CPSC), NHTSA and the Department of Commerce.

Strickland graduated from Northwestern University with a B.S. in Communication Studies and Political Science and earned a J.D. from Harvard Law School.



Dr. Adrian Lund is currently a consultant and managing member at HITCH42, LLC. The mission of HITCH42 is to provide individuals and society with the knowledge to make better and safer decisions.

Lund retired in 2018 from the Insurance Institute for Highway Safety (IIHS) and its affiliate, the Highway Loss Data Institute (HLDI), where he had served for 36 years, most recently as President from 2006 through 2017. His activities there spanned the range of driver, vehicle and roadway factors involved in motor vehicle safety. As senior vice president for research at IIHS from 1993 – 2001, he directed the development of the Institute’s vehicle crashworthiness testing program at its state-of-the-art Vehicle Research Center. As president, he oversaw the expansion of the Institute’s Vehicle Research Center to include new facilities, and the world’s first fully covered outdoor vehicle test track, for evaluating and promoting new technology that promises to help drivers avoid crashes and, eventually, to operate vehicles safely without drivers. Lund is a recognized media authority on highway safety and was included in Motor Trend’s Power List in 2015 and 2016.

Before joining IIHS, Lund was an assistant professor in residence at the University of Connecticut Health Center (1975-1981), where he studied people’s health behavior. Currently, he serves as a Trustee for the Towards Zero Foundation (formerly Global New Car Assessment Programme); as a member of the Research Advisory Board for Veoneer; and as Vice-Chair of the Safety Advisory Board for Aurora.

Lund received a BA in psychology from North Carolina State University, and his MA and PhD in social psychology from the State University of New York at Buffalo. He is a member of the Society of Automotive Engineers, American Public Health Association and American Psychological Association.



Emma MacLennan is the founder and Director General of EASST, a UK registered charity promoting road safety and sustainable mobility through a regional network of NGOs across Eastern Europe, Central Asia, and the Caucasus. She is also a member of the Delft Road Safety Courses Steering Group, having run the FIA Foundation Road Safety Scholarships from 2009-2014. She is a founder member and Deputy Chair of the charity [FIRE AID](#) which focuses on effective post-crash response, a member of the [Global Fleet Champions](#) Road Safety Standards Committee, and an active participant in the United Nations Road Safety Collaboration group.

From 1999-2008 she was Director of the John Smith Trust, a good governance programme aimed at talented young leaders from Eastern Europe and Central Asia. Prior to this she was Advisor to leading Labour members of the UK Parliament, including the Rt Hon Donald Dewar QC MP who became the first First Minister of Scotland. She was Policy Officer on Social Security and Taxation for the UK Labour Party working closely with the Labour Leader, the Rt Hon John Smith QC, MP. She was a member of the Commission on Social Justice and Deputy Director of the Low Pay Unit, a successful campaign to establish a national minimum wage.