



Keynote Speaker and Honoree



KIMBERLY HARRINGTON

Senior Foreign Service Officer, U.S. Department of State

ASIRT Leadership in Global Diplomacy for Road Safety Award

Kimberly Harrington is a career diplomat and member of the Senior Foreign Service at the U.S. Department of State with more than 20 years of foreign policy formulation and implementation in the Middle East, Latin America, and Africa.

She is currently Deputy Assistant Secretary for Energy Diplomacy in the Bureau of Energy Resources with a global portfolio advancing U.S. energy security, energy access, and decarbonization goals.

Prior to this assignment, Kim was Director for Israel and Palestinian Affairs at the National Security Council at the White House. She served as Political and Economic Counselor at the U.S. Embassy in Kampala and Deputy Economic Counselor in Bogota covering energy and mining issues. Since joining the Foreign Service in 2002, Kim has also served in overseas assignments with the State Department in Manila, Cairo, Tripoli, and Jerusalem. She worked as a Middle East policy advisor in the Joint Staff's office of Strategic Plans and Policy throughout the Arab Spring at the Pentagon.

Before joining the Foreign Service, Kim was an assistant producer for the Sunday morning political talk show *The McLaughlin Group*. Kim received a B.S. in International Politics from Georgetown University's Walsh School of Foreign Service, studied abroad at the American University in Cairo, and received a Fulbright scholarship to Jordan. She received a master's degree in National Security and Resource Strategy with a focus on Artificial Intelligence and Emerging Technologies at the National Defense University. She speaks Arabic, Spanish, and Tagalog.

Kim and her husband, also a diplomat, have two young children who are excellent world travelers and, luckily for Kim, adventurous eaters.

Honorees



KRISTIN SMITH

Head of Global Road Safety Policy, Uber

ASIRT Road Safety Champion Award

Kristin Smith is a seasoned transportation safety expert with 20 years of experience dedicated to improving road safety and reducing traffic fatalities. She currently serves as the Head of Global Road Safety Policy at Uber, where she leads the company's comprehensive safety initiatives for both rides and delivery services.

During her six years in this role, Kristin has driven significant advancements in road safety, including Uber's efforts to reduce drunk driving, enhance two-wheel safety, and implement the Safe System approach to help protect all road users.

Prior to her tenure at Uber, Kristin played a pivotal role in San Francisco's Vision Zero efforts while working at the San Francisco Municipal Transportation Agency. Her leadership in these initiatives contributed to the city's ongoing mission to eliminate traffic deaths and severe injuries. Before that, she was an advocate for safer streets at the San Francisco Bicycle Coalition, where she worked on promoting cycling as a safe, sustainable mode of transportation.

In addition to her professional work, Kristin is a passionate advocate for preventing impaired driving. She serves on the Executive Board of the National Alliance to Stop Impaired Driving, a cause that is deeply personal to her as her father lost his life due to a drunk driver. This experience fuels her commitment to making roads safer for everyone.



FORD MOTOR COMPANY

Award accepted by Bob Holycross, Vice President, Chief Sustainability, Environment and Safety Officer, Ford Motor Company

ASIRT Corporate Leadership in Road Safety Award

As Ford's Vice President, Chief Sustainability, Environment and Safety Officer, Bob Holycross leads a global team responsible for developing and implementing the company's sustainability strategy and is responsible for its global policies and performance related to the environment, human rights, and product safety. He is deeply committed to Ford's overarching purpose – building a better world where every person is free to move and pursue their dreams – and is proud to be playing a key role in helping the company reach its ambitious goal to lead the electric vehicle revolution and achieve carbon neutrality across its vehicles, facilities, and supply chain by 2050.

Prior to his current role, Bob was Ford's Director, Sustainability, Homologation and Compliance. In this position, he was responsible for sustainable business plans and policies, environmental regulatory affairs, and compliance. This included reporting on the company's environmental and social performance, and engaging with policymakers, non-government organizations, and other stakeholders.

Previously, Bob was vice president of Sustainability, Environment & Safety Engineering, Ford of Europe, Middle East and Africa, where he was responsible for ensuring compliance with environmental and safety regulations, as well as the development and implementation of the company's environment and safety strategy, policy, and performance in Europe, Middle East and Africa.

Bob began his career at Ford in 1993 as a Ford College Graduate. Since that time, he has also held several engineering and leadership positions related to shaping and reforming regulatory protocols and compliance in support of Ford's business plans. He has chaired several government and industry committees, testified before federal and state government bodies on environmental and energy matters, and moderated several third-party technical panels through organizations such as the Society of Automotive Engineers (SAE) and the U.S. Clean Air Act Advisory Committee. He has also served on the boards of multiple industry trade associations and organizations advocating for renewable energy and clean transportation.

Bob earned a Bachelor of Science degree in Mechanical Engineering from Michigan State University. He also holds a Master's Degree in Business Administration from Michigan State.



DR. MELISSA ARKING

Community Leader

ASIRT Aron Sobel Community Service Award

Dr. Melissa Arking is a pediatrician who currently serves as the Director of Pediatric and Adolescent Health at the Regional Institute for Children and Adolescents, a state residential facility for adolescents with behavioral and mental health needs. She also provides telemedicine services for PM Pediatrics, a pediatric urgent care center. Previously, Dr. Arking spent 12 years as an attending physician in the Emergency Room at Children's National Medical Center, where she often treated pediatric victims of road crashes, many of which resulted from reckless driving or improper restraint use. Her experiences underscore her deep awareness of the devastating impact road crashes have on children, both locally and abroad.

Earlier this year, Dr. Arking volunteered in a rural village in Tanzania, where she identified a critical lack of safety seats and seat belts in vehicles transporting patients, including infants and young children. After raising these concerns with the organization's leadership, she was pleased to learn that new seatbelts had been installed in response. Dr. Arking has also taken her advocacy to social media, posting about road safety to her physician community and connecting them to ASIRT's plethora of road safety services and informational materials.

At home, Dr. Arking is committed to promoting road safety among her four teenage and young adult children, all of whom are responsible, licensed drivers. She introduced a family app that monitors unsafe driving behaviors, such as phone use and hand-held calling, providing real-time feedback and safety tips to encourage safer driving habits.

Dr. Arking is a passionate advocate for road safety who has supported ASIRT since its inception. She and her husband, Mark, have attended nearly every Gala, and their children have volunteered at many ASIRT events. Dr. Arking served as co-chair of the 2018 ASIRT Gala.

Balancing her professional and advocacy commitments with family life, Dr. Arking always finds time to fuel her passion for pickleball, including seeking out games wherever she travels.

Master of Ceremonies



ANDREW D. KOBLENZ

Executive Vice President, Strategic Affairs and Industry Initiatives, National Automobile Dealers Association

Andrew D. Koblenz is the Executive Vice President of Strategic Affairs at the National Automobile Dealers Association (NADA) where he has worked since 1999. In this role, he helps guide the association as it confronts strategic challenges associated with the evolution of the auto industry, including the electrification of the fleet, new and developing distribution channels, and the increasing role of data and AI. Before joining NADA, Andy served for five years as a senior attorney with the American Automobile Manufacturers Association (AAMA).

A significant part of Andy's time at both NADA and AAMA has been dedicated to advancing vehicle and road safety. Included among the safety-related projects on which he has worked have been the passage of state primary enforcement safety belt laws, the National Air Bag & Seat Belt Safety Campaign, the promotion of child safety seat installation and inspection events, and "Check To Protect," a campaign designed by the National Safety Council to encourage vehicle owners to have outstanding recalls completed.

Andy holds degrees from Union College and Harvard Law School. He is a member of Phi Beta Kappa and the American Law Institute.

Welcome



ROCHELLE SOBEL

Founder and President, Association for Safe International Road Travel

Rochelle Sobel is an experienced educator in the Washington, DC area, and has traveled to many countries to hold forums and raise awareness of road safety issues. Rochelle served as a member of the World Health Organization's Global Road Safety Steering Committee and was an original member of the United Nations Road Safety Collaboration. She presents on the issue of global road safety at numerous forums and conferences, including the United Nations Stakeholders Forum on Road Safety; the NAFSA Annual Conference; the Sixth National Conference on Injury Prevention and Control; and "Dinner and Debate on Road Safety," hosted by the Embassy of France. Rochelle delivered the closing plenary address at the historic 2009 Moscow Ministerial Conference and at the opening of the 2019 Sweden Ministerial Conference.

Rochelle represents ASIRT as a member of the UN Road Safety Collaboration (UNRSC) and served on the steering committee for the establishment of a Global Alliance of Road Safety NGOs, on whose board she now serves. She, along with ASIRT staff and in-country representatives from civil society, was actively involved in a major, five-year road safety initiative funded by Bloomberg Philanthropies. ASIRT was one of six international consortium partners, focused on reducing road crash injuries and fatalities in 10 countries, including Egypt, Turkey, and Kenya.

Rochelle has contributed to notable ASIRT publications including *Faces Behind the Figures*, produced in collaboration with WHO; "Injury Control and Safety Promotion," 2003, Vol. 10; ASIRT *Country Road Safety Reviews (RSR)* on approximately 100 countries and the *Road Safety Toolbox for the Study Abroad Community*.

Purchase Gala tickets or raffle tickets or make a donation [here](#).

Step Up For Road Safety!

