

Fireside Chat



JONATHAN MORRISON (invited)

Administrator

National Highway Traffic Safety Administration (NHTSA)

Jonathan Morrison, NHTSA's Administrator, leads the nation's agency tasked with establishing and enforcing vehicle safety standards and educating Americans to help them drive, ride and walk safely. His work also includes delivering on administration priorities, including development and execution of the federal regulatory framework for automated vehicles, setting and enforcing vehicle fuel economy standards and leading the national 911 and emergency medical services programs. He was confirmed by the United States Senate on Sept. 18, 2025.

Morrison previously served as NHTSA's chief counsel, from 2017 to 2021, where he oversaw legal services for NHTSA's vehicle and traffic safety programs. Before returning to NHTSA in 2025, Morrison led legal, regulatory, government affairs and policy for Apple's Special Projects Group.

Over the course of his career, Morrison served as president of Auto Advisory Services, a legal compliance consulting company, and as director of legal and regulatory affairs for the California New Car Dealers Association. He served as an appointed member of the California Bureau of Automotive Repair Advisory Group, a director of the California Automotive Business Coalition, and a director of the Autonomous Vehicle Industry Association.

He earned a bachelor's degree in philosophy and music from the University of Pittsburgh, a juris doctor from the Notre Dame Law School and a master's degree in international business law from University College London.

Fireside Chat



SENATOR NORM COLEMAN

Senior Counsel

Hogan Lovells

Senator Norm Coleman dedicated more than three decades to public service, serving as Minnesota's chief prosecutor and Solicitor General in the 1970s and 1980s, and Mayor of St. Paul in the 1990s. He represented Minnesota in the U.S. Senate from 2003-2009. In 2011, Senator Coleman returned to his legal career as Senior Counsel at Hogan Lovells.

During his six years in the U.S. Senate, Senator Coleman served on the Foreign Relations Committee. He was Chair of the Western Hemisphere subcommittee and ranking member of the Near East subcommittee, working to foster closer ties with our hemispheric neighbors and protect America's interests in the crucial Middle East region. Senator Coleman also Chaired the Permanent Subcommittee on Investigations. Under his leadership, the Subcommittee identified more than \$80 billion in waste, fraud, abuse, and potential taxpayer savings.

Senator Coleman is active in a variety of political organizations and nonprofits. He serves as National Chairman of the Republican Jewish Coalition and is the Chairman of the Congressional Leadership Fund, an independent expenditure "super PAC" whose mission is to reclaim the House Republican majority. He also serves as Chairman

of the Board of the American Action Network, a center-right "action tank," and sits on the Board of the Network's sister organization, the American Action Forum, a pro free-market policy institute dedicated to keeping America strong, free, and prosperous. He is currently Co-Chair of the U.S. Global Leadership Coalition and served for nine years on the Board of the National Endowment for Democracy.

Honoree

ASIRT Lifetime Aron Sobel Guardian Award



AMBASSADOR MARC GROSSMAN

Vice Chair

The Cohen Group

U.S. Special Representative for Afghanistan and Pakistan (2011–2012)

Under Secretary of State for Political Affairs (2001–2005)

Assistant Secretary of State for European Affairs (1997–2000)

U.S. Ambassador to Turkey (1994–1997)

Ambassador Grossman served as the Under Secretary of State for Political Affairs, the State Department's third ranking official, until his retirement in 2005, after 29 years in the U.S. Foreign Service. As Under Secretary, he helped marshal diplomatic support for the international response to the terror attacks of September 11, 2001. He also managed US policies in the Balkans and Colombia and promoted a key expansion of the NATO alliance. As Assistant Secretary for European Affairs, he helped direct NATO's military campaign in Kosovo and an earlier round of NATO expansion. In Turkey, Ambassador Grossman encouraged vibrant U.S.-Turkish political, military, and economic relations.

Ambassador Grossman was a Vice Chair of The Cohen Group from July 2005 to February 2011. In February 2011, President Obama and Secretary of State Clinton called Ambassador Grossman back to service as the U.S. Special Representative for Afghanistan and Pakistan. Ambassador Grossman promoted the international effort to support Afghanistan by shaping major international meetings in Istanbul, Bonn, Chicago and Tokyo. He provided U.S. backing for an Afghan peace process designed to end thirty years of conflict and played an important part in managing U.S. relations with Pakistan.

Ambassador Grossman returned to The Cohen Group in February 2013. Ambassador Grossman is the Chairman of the Board of the Senior Living Foundation of the Foreign Service. He also serves as a Trustee of the University of California Santa Barbara Foundation and is a member of the Board of the C&O Canal Trust.

Raised in Los Angeles, California, Ambassador Grossman has a BA in Political Science from the University of California, Santa Barbara and an M.Sc in International Relations from the London School of Economics and Political Science.

Honoree

ASIRT Corporate Leadership in Road Safety Award



BRIAN LATOUF, HYUNDAI MOTOR GROUP

President and Global Chief Safety and Quality Officer

Brian Latouf is the president and global chief safety and quality officer for Hyundai Motor Group, assuming the role in January 2024.

In this global role, Latouf is responsible for leading global safety and quality for Hyundai, Genesis and Kia. He has full authority to modify and enhance existing safety and quality systems and processes to drive a path to common global standards and best practices.

His scope of leadership includes field issues, safety recalls, safety-based field actions for service campaigns, extended warranties, and other responsibilities. He also oversees the entire Quality Division, including the processes within R&D and quality gates in preparation for vehicle launches.

Latouf joined Hyundai in November 2019 as Chief Safety Officer for Hyundai Motor North America and was promoted to the Global Chief Safety Officer for Hyundai Motor Company, a position he held since July 2022.

Latouf is one of the industry's most respected and experienced leaders in the areas of safety, regulation and certification. Latouf spent the bulk of his career at General Motors, holding a number of executive positions during his 27 years at the company, where he transformed GM's safety office while serving as executive director for the company's global safety field operation. He also served as director, Canadian regional engineering center; global director, global structure integration and virtual body systems; and global director, global safety integration center.

Latouf holds a Master of Science in mechanical engineering from Wayne State University in Detroit and a Bachelor of Science in mechanical engineering from the University of Windsor. He is a regular contributor to a variety of technical publications and presentations and is Six Sigma Black Belt certified. He was recently named to the Dean's Advisory Board at the University of California, Irvine's School of Business.

Latouf is based in California with offices at Hyundai Motor Group global headquarters in Seoul and at the Hyundai Safety Test and Investigation Laboratory in Michigan.

Master of Ceremonies



ANDREW D. KOBLENZ

*Executive Vice President, Legal & Regulatory Affairs,
National Automobile Dealers Association (Retired)*

For over a quarter century, Andrew D. Koblenz served in several capacities at the National Automobile Dealers Association (NADA), including 18 years as Executive Vice President of Legal and Regulatory Affairs. In these roles, he helped guide the association as it confronted strategic challenges associated with the evolution of the auto industry, including the electrification of the fleet, new and developing distribution channels, and important advancements in safety and environmental technologies. 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 was dedicated to advancing vehicle and road safety. Included among the safety-related projects on which he worked were 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.



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*.