

Vision Zero & Innovation Workshop

28-29 November 2018

Inter-American Development Bank
 Enrique V. Iglesias Auditorium IDB Conference Centre
 1330 New York Avenue NW Washington, DC 20577

SPEAKERS PROFILES



José Agustín Aguerre
Manager, Infrastructure and Energy Sector, Inter-American Development Bank

José Agustín Aguerre currently serves as Manager of the IDB's Infrastructure and Energy Sector. Prior to his current appointment, he served as manager of the Haiti Country Department, as interim manager of the Infrastructure and Environment Sector and as chief of the Transport Division.

A citizen of Uruguay, Aguerre joined the IDB in 2003 as a transportation and infrastructure specialist, focusing on Central America, the Dominican Republic and Haiti.

Prior to his appointment at the IDB, he worked in both the private and public sectors in his native country, where he was chairman of the National Ports Administration, undersecretary of state in the Ministry of Transportation and Public Works, director of the National Roads Agency and chairman of the Institute of Transportation and Infrastructure Planning.

Aguerre holds a civil engineering degree from Uruguay's Universidad de la República and a master of science in construction management, with honors, from the University of Reading, England.



Nader Asmar
Principal Transportation Engineer, LADOT

Mr. Asmar is a registered Traffic Engineer in the State of California and is a 30-year veteran of the Los Angeles Department of Transportation. He has been involved in many of the Department's initiatives, including the buildout of the City's computerized traffic signal control system (ATSAC), Planning and Development Review, the Speed Hump Program, Project Coordination, Traffic Surveys and District Operations. He currently oversees the Vision Zero Program and is the co-chair of the Department's Complete Streets Committee.



Sergio Avelleda

Urban Mobility Director, WRI

Sergio Avelleda has more than 20 years of experience with leadership positions in the public sector and in the urban mobility field. He recently joined WRI as the new Urban Mobility Director or the Ross Center for Sustainable Cities. Prior to that, he worked at São Paulo City Hall, where he served as Secretary of Mobility and Transport from January 2017, managing one of the most congested cities in the world and the largest public bus system. He has extensive experience working on City Transit Systems across Latin America, from Lima to Mexico City. Sergio is trained as a lawyer, and has Masters degrees in the Philosophy of Law and Business Administration, and has taught university classes in São Paulo.



Laura Ballesteros

Undersecretary of Mobility, Mexico City

Laura is a young politician and sustainable leader, with 15 years of hard work in public and private sector. She is an expert in agenda setting, and policy and regulation, in urban affairs (Ex. Mobility and Road Safety).

Former Congresswoman at Mexico's City Local Assamby (ALCDMX), she has a Bachelor in Political Science from the Instituto Tecnológico y de Estudios Superiores de Monterrey (Tec de Monterrey), highest GPA of her class. Also she has a Masters in Strategic Management and Innovation from the Universidad Autónoma de Barcelona (UAB), in an IUP Program.

As a Congresswoman during the 2012-2015 legislative period, she built the new regulations and policies for Mexico City, in Mobility and Road Safety. Such as the new Mobility Law, changing the old transportation and roads model, for a public and sustainable transport oriented one, recognizing mobility as a social right and an important part of the Road Safety Agenda. Setting a new level of priority in the streets for vulnerable users, such as pedestrians, cyclists and public transport users. This new regulation also creates new specialized government capacities such as the design of pedestrian and cyclist infrastructure.

As Undersecretary of Planning in the Ministry of Mobility of Mexico City, in 2015-2017 she undertook the first Regulation of Transport Digital Platforms Companies (Uber and Cabify), and the new off street Parking Regulation that limits the spaces for car parking in new Buildings. And she implemented a new electro mobility strategy. She also led a coalition to build Mexico's City Road Safety policy, adopting the Vision Zero

	<p>philosophy. This led to a new traffic and Road Safety Regulation that decreases the speed limits on the roads, among other actions that have resulted in a reduction of 18% in road fatalities.</p> <p>She is deeply involved in the NGO's urban causes. Now, Laura leads the Women in Motion Initiative, an Iberoamerican Leadership Center for Women in the Sustainable Agenda, as a founding member and Executive Secretary. And she is working as a founding member and President of The Urban Mobility Initiative since 2018, the first Mobility Laboratory in Mexico.</p> <p>Since 2014 she is an independent political actor not affiliated to any Political Party. With a wide national and international network.</p> <p>Currently, Laura is a substitute Senator at the Mexican Congress, for the period 2018 – 2024. And from that sit, she will continue to advocate for the urban, mobility and road safety agenda.</p>
	<p>Dr. Matts-Åke Belin <i>Senior Advisor, Trafikverket</i></p> <p>Matts has a long history within the Swedish government and he works primarily with overall safety policies, strategies and collaboration with different stakeholders. In 2007 – 2009 Dr. Belin worked for World Health Organization where he participated in the development of global road safety strategies and global partnerships. Dr. Belin has also chaired the technical committee 3.1 on National Road Safety Policies and Programme, World Road Association. Currently, Dr. Belin is senior policy adviser at the Swedish Transport Administration and responsible for the development of Vision Zero Academy. Dr. Belin is also affiliated as an adjunct professor at KTH Royal Technology Institute in Stockholm, Sweden. Dr Belin is also the Swedish delegate in UN Road Safety Collaboration and the international representative at the US Transportation Research Board (TRB) standing committee ANB 10 Transportation Safety Management. Dr Belin has served as an international policy adviser and, among other initiative, supported the US road to zero coalition.</p>
	<p>Andres G Blanco <i>Lead Specialist in Urban Development and Housing, Inter-American Development Bank (IDB).</i></p> <p>Currently, he is coordinating the implementation of the Cities LAB, a laboratory of Urban Innovation at IDB. Previously, he was an Assistant Professor in the Department of Urban and Regional Planning at the University of Florida. His work is centered on the economic aspects of planning in areas like housing, land use, urban and land economics, and local economic development. He received his Bachelor degree in Economics in 1999 and his</p>

	<p>Master of Science in Regional Development Planning in 2005 from the Universidad de los Andes in Bogotá. In 2010, he received his doctoral degree in City and Regional Planning from Cornell University.</p> <p>Andres has worked as a researcher and consultant in different projects involving urban planning, economic development, and public policy evaluation for organizations like the Lincoln Institute of Land Policy, the United Nations Development Program, and local and regional governments in Latin America and the United States. He has published his work in renowned journals in the field like Planning Theory, Urban Studies, Transportation Research Board and Housing Policy Debate among others.</p> <p>Andres has published several books about rental housing and land value capture mechanisms. In addition, he is working with different national and local governments in the region in the design and implementation of policies related to urban development and housing.</p>
	<p>Juan Pablo Bocarejo Secretary of Urban Mobility, City of Bogotá, Colombia.</p> <p>Mr. Bocarejo has participated in the design of multiple BRT systems in Colombia, and has produced multiple studies on the promotion and implementation of sustainable mobility policies in multiple cities. He also participated in the development of Bogotá's Cycling Routes Master Plan and supported IDB's plan to promote bicycling in Latin America. Mr. Bocarejo holds a Civil Engineering degree from the Universidad de los Andes, and a PhD in Transport from the University of Paris-Est. In the academic field, he co-founded the Sustainability Studies Group in the Universidad de los Andes, where he has led research with multiple international organizations and produced important publications for scientific journals.</p>
	<p>James Bradford <i>Global Product Director of iRAP, EuroRAP, AISBL and the Road Safety Foundation.</i></p> <p>Within this multi organisation role, he has responsibility for overseeing the development of the RAP protocols and associated products. The role incorporates:</p> <ul style="list-style-type: none"> • Management of development of the iRAP Star Rating tool (http://vida.irap.org) • Leadership of the iRAP Global Technical Committee • Management of iRAP accredited suppliers around the world. • Development and implementation of data management and processing routines.

	<ul style="list-style-type: none"> • Lead engineer for Star Rating projects within a number of European and African countries. • Public affairs and promotion including presentations at key international meetings, in parliament, TV and radio interviews. • Leadership in the delivery of training as part of dedicated courses and University programmes. <p>His previous positions included Global Operations Manager for iRAP from 2012-15, following 5 years as iRAP's Engineering Manager. As Operations Manager, he had responsibility for quality systems and the consistent delivery of iRAP services around the world. This included overseeing the development of the iRAP protocols and responsibility for the development and maintenance of iRAP accredited suppliers and technical partners.</p> <p>Formerly, James served at the UK's TRL for 5 years, where he was involved with the development of pavement condition monitoring systems, including the development of the SCANNER specification vehicle and the English Highway Agency's Traffic Speed Defectometer.</p> <p>James holds a Masters Degree in Engineering from Loughborough University and a Diploma in Industrial Studies.</p>
	<p>Greg Cohen <i>Executive Director, Roadway Safety Foundation</i></p> <p>Mr. Cohen has led the Roadway Safety Foundation (RSF) since 2002. In this capacity, he coordinates a diverse coalition of government, non-profit, and private sector leaders in advancing safety educational programs. Through the foundation, Mr. Cohen focuses special attention from communities, policymakers, and the media on increasing the understanding of the life-savings benefits of high safety standards on modern roads, bridges, and roadsides. For example, many fatal crashes involving rural roads, intersections, and road-departures can be prevented through safety-oriented engineering strategies.</p> <p>Mr. Cohen also serves as President & CEO of the American Highway Users Alliance, a business coalition which promotes legislation and regulations of importance to motorists, truckers, motorcyclists, bus companies, and businesses -- all of which depend on safe and efficient highways.</p> <p>Prior to 2002, Mr. Cohen served as a professional staff member of the U.S. House of Representatives Transportation and Infrastructure Committee during the 106th and 107th Congresses, where he was responsible for oversight of many Federal Highway Administration policies. As a licensed Professional Engineer, his primary role on the Committee was to provide technical assistance in areas of highway planning, engineering, and construction. Before joining the Committee, he served as a Highway Engineer with the Maryland State Highway</p>

	<p>Administration where he managed capital project planning studies for major highway projects. Mr. Cohen has a Bachelors of Science in Civil Engineering and Master of Engineering in Transportation Engineering and Planning from the University of Maryland at College Park.</p> <p>Mr. Cohen is a member of the National Society of Professional Engineers, the American Society of Civil Engineers, the Institute of Transportation Engineers and is a fellow of the Eno Center for Transportation.</p>
	<p>Julia Day <i>Associate, Gehl</i></p> <p>Julia develops projects across design, policy and strategy and focuses on creating public spaces where people can engage with and shape their cities. She has worked with city governments and community leaders across North America and the UK to turn under-used roadbed into play space, to make walking and biking convenient, attractive and safe, and to measure things we value, such as where people feel a sense of belonging, but that often are considered difficult to document. With Gehl, she supports city leaders in creating initiatives where people are front and center in the city-making process. She has a Master's in City Design and Social Science from the London School of Economics and a BA in History from Washington University in St. Louis.</p>
	<p>The Honorable T. Bella Dinh-Zarr, PhD, MPH <i>Board Member, U.S. National Transportation Safety Board (NTSB)</i></p> <p>T. Bella Dinh-Zarr, PhD, MPH, is the 42nd Member of the National Transportation Safety Board, an independent U.S. federal agency charged by the U.S. Congress with investigating transportation disasters and making recommendations to advance safety. Dr. Dinh-Zarr trained as a public health scientist, specializing in injury prevention, and has dedicated her career to working to ensure transportation safety is a policy priority, domestically and internationally. At the NTSB, Dr. Dinh-Zarr served as Vice Chairman for 2 years, chaired aviation and highway public investigative Board meetings, and served as the Board Member for the NTSB's Pedestrian Safety Forum and Rear Occupant Protection Workshop. She also has launched with NTSB investigators to rail, marine, and aviation accidents. Previously, Dr. Dinh-Zarr served as the U.S. Director and Road Safety Director of the FIA Foundation, an international philanthropy with the mission of promoting safe and sustainable surface transportation. In that role, she was active in promoting the United Nations Decade of Action for Road Safety and in advocating for transportation safety and injury prevention targets in the UN Sustainable Development Goals. She also has</p>

	<p>worked with the U.S. Centers for Disease Control and Prevention (CDC), National Highway Traffic Safety Administration (NHTSA), AAA, and the Texas Transportation Institute. She was a Presidential Appointee to the White House Conference on Aging in 2005 and has championed dignified and safe mobility for older populations through community-based services and technological solutions. Born in Vietnam, Dr. Dinh-Zarr is a graduate of Rice University in Texas, and studied at La Universidad Católica de Valparaíso in Chile. She has Master of Public Health (MPH) and PhD degrees from the University of Texas School of Public Health, with a fellowship at the Institute of Child Health in London. Nominated by President Obama and confirmed by the U.S. Senate, Dr. Dinh-Zarr has served on the Board since March 2015.</p>
	<p>Natalie Draisin <i>North American Director and United Nations Representative of the FIA Foundation</i></p> <p>As the North American Director and United Nations Representative of the FIA Foundation, Natalie Draisin is committed to road safety, sustainable mobility, public health, and social justice. Natalie Draisin has successfully advocated for the inclusion of road safety in the UN Sustainable Development Goals, part of the FIA Foundation’s global efforts to ensuring safe and sustainable mobility through its partners in over 80 countries. She secured language prioritizing a safe and healthy journey to school for all children in the UN Habitat III New Urban Agenda, which she implements with partners worldwide. Through innovative approaches such as Vision Zero for Youth, Natalie has fostered regional dialogues in North and South America, placing safe and healthy journeys for children and youth at the center of the political agenda.</p>
	<p>Dr John Fletcher <i>Principal road safety Researcher and Consultant, TRL</i></p> <p>John has more than 23 years’ experience at TRL in the UK, where he is the iRAP and Safe Systems portfolio lead. His connection with iRAP goes back to the early development of the Star Rating protocols as an advisor to the process on Low and Middle Income Country road safety aspects. He sits on the iRAP Global Technical Committee and head TRL’s iRAP ‘Centre of Excellence’. Currently he is leading a major Star Rating programme for Highways England on their extensive ‘Strategic Road Network’. This work goes significantly beyond the application of the methodology since it includes developing and introducing a range of enhancements and major innovation to the core Star Rating model.</p>

	<p>John's experience at TRL started with the statistical use of crash data for monitoring and evaluating the safety of novel highway cross sections and features in the mid-1990s. This broadened to research into the risks faced by different road user groups in the UK. In the 00s he was involved in significant work for DFID's 'Knowledge and Research' programme into road safety issues of LMICs. This included work on crash/casualty costing, urban road safety and effective management/coordination models. He has also worked on a range of road safety focussed Technical Assistance projects funded by donors and organisations such as DFID, World Bank, IADB and the European Union.</p> <p>At present John is technical director of TRL's Crash Data Software system 'iMAAP'. He is experienced in reviewing these systems in countries, improving data quality and training personnel in application of crash data to improve road safety. John has implemented crash data systems in more than 20 countries and also contributed to a range of manuals, book chapters and road safety guidance for organisations including DFID, WHO, AfDB and IRTAD/ITF/OECD. He represents TRL at IRTAD (International Road Traffic Accident Database Group) and also the United Nations Road Safety Collaboration (UNRSC). John has experience working in more than 30 countries.</p>
	<p>Alessandra Françaia <i>Training and Accreditation Coordinator, iRAP</i></p> <p>has recently joined the International Road Assessment Programme (iRAP) as the Training and Accreditation Coordinator. She holds a Bachelor in Social Communication and has an MBA in Project Management with emphasis in Social Responsibility. She has been working with road safety since 2001 in the areas of advocacy and education.</p>
	<p>Michael Griffith <i>Director of the Office of Safety Integration, Federal Highway Administration (FHWA)</i></p> <p>Michael S. Griffith has worked for the United States Department of Transportation for 29 years as a senior leader for various highway safety programs. His mission to save lives on the nation's highways. Michael currently serves as Federal Highway Administration's Director of the Office of Safety Technologies. He provides national leadership for safety technologies and countermeasures, policy initiatives, and data improvement and analysis efforts. He has led the agency's Every Day Counts</p>

	<p>safety innovations and serves as the Department’s chair of the Traffic Records Coordinating Committee. In previous positions, he was the Director for the Federal Motor Carrier Safety Administration’s Office of Analysis, Research, and Technology and Technical Director for FHWA’s Office of Safety Research and Development.</p> <p>Michael has been involved with several international safety efforts and led the recent completion of the World Road Association’s Road Safety Manual as the Task Force chair. He has been actively involved with the Transportation Research Board (TRB) and currently serves as the TRB Safety Section chair. Michael’s contributions are captured through many U.S. and international publications. He holds a Master’s degree in Transportation Engineering from the University of Maryland, a Master’s degree in Statistics from State University of New York at Buffalo, and a Bachelor’s degree in Business Management from Ithaca College.</p>
	<p>Dr Anselm Hennis <i>Director of the Department of Noncommunicable Diseases and Mental Health, Pan American Health Organization/World Health Organization.</i></p> <p>This Department coordinates activities on non-communicable diseases and related risk factors, nutrition, violence and injuries, road safety, disabilities, and mental health and illicit substance use throughout the Americas. He graduated in Medicine from the University of the West Indies (UWI), and qualified in Internal Medicine in the UK. Dr. Hennis was Wellcome Trust Fellow to the London School of Hygiene and Tropical Medicine, University of London, where he obtained an MSc. and PhD in Epidemiology. He has been Professor of Medicine and Epidemiology at the University of the West Indies, as well as Research Associate Professor in Preventive Medicine at Stony Brook University, NY. He has collaborated on several NIH grants which conducted research into eye disease, diabetes, cardiovascular disease, population genetics, cancer and social disparities of health. He led the establishment of a national NCD surveillance system in Barbados and authored/co-authored more than 150 peer-reviewed papers. Dr. Hennis has spent his career working to tackle NCDs through clinical practice, research and publication, teaching, working collaboratively with civil society, and through public health practice.</p>



Soames Job

Global Road Safety Lead and Head, Global Road Safety Facility, World Bank

Global Road Safety leader, with extensive international experience (in over 60 countries and states) in leadership positions including World Bank, Government, academic, and consulting positions. Current positions: Head of the Global Road Safety Facility, and Global Lead for Road Safety, World Bank; Previous positions: Executive Director of the National Road Safety Council (Australia), Managing Director, Global Road Safety Solutions, Director of the NSW Centre for Road Safety, Director of the Health and Safety Psychology Research Unit University of Sydney. Has a demonstrated history of success in delivering improved road safety, over 400 publications, a Bachelor's degree then PhD (1977 on) degrees in Research Psychology from University of Sydney.

Marc Juhel

FIA High Level Panel for Road Safety and Veronica Raffo, Senior Infrastructure Specialist, World Bank

Marc retired from the World Bank on December 31, 2014. He is now an independent consultant in the field of transport sector policy, infrastructure and services, with a particular interest in road safety. He acts as a Special Adviser to the President of the FIA and UN Secretary General's Special Envoy for Road Safety.

M. Juhel joined the World Bank in 1992 as a Port Specialist. He then held the position of Sector Manager, Transport, for over 7 years, from 2007 to 2014, in charge of the central transport unit monitoring the global portfolio and supporting projects in all World Bank operational regions. His specific areas of expertise are the development planning, administration and management of port facilities, the economic, financial and institutional aspects of transport systems administration and management, the integration of national logistics functions within the international transport system, the design of urban transport policy, and road safety as part of the safe systems approach.

M. Juhel holds a degree of Civil Engineering from the Ecole Nationale des Ponts et Chaussées (ENPC, Paris), a Master of Science in Public Management (ENPC, Paris), and a Master of Science in International Transport (Paris I University). He holds the rank of Ingénieur Général des Ponts et des Eaux et Forêts in the French Civil Service (retired).

	<p>Kelly Larson <i>Programme Director, Bloomberg Philanthropies</i></p> <p>Kelly heads up Bloomberg Philanthropies' road safety, drowning prevention, and Partnership for Healthy Cities programs and provides technical support to partners and grantees in the tobacco control initiative.</p> <p>Prior to joining Bloomberg Philanthropies in 2008, Kelly managed local, national, and international public health programs with the New York City Department of Health and Mental Hygiene, National Hemophilia Foundation, the United Nations Development Program (UNDP) in Fiji and served as a U.S. Peace Corps Volunteer in the Federated States of Micronesia.</p> <p>Kelly received her Master of Public Health from Columbia University and studied Communications at Pacific Lutheran University.</p>
	<p>Allison Lieber Program Manager, Google Earth Outreach</p> <p>Allison leads Google's efforts to support nonprofits, scientists and other public benefit groups using Google's mapping tools and technology for public benefit. Allison has a degree in Economics from Washington University in St. Louis and has been at Google for more than six years.</p>
	<p>Bernardo Kleiner <i>Associate Division Director and Transportation Safety Specialist for the Technical Activities Division, Transportation Research Board (TRB)</i></p> <p>Bernardo joined TRB in 2012 and manages a portfolio of Standing Committees focused on a range of safety and human factors related topics. Prior to joining TRB, Bernardo was a transportation safety consultant working at the Federal, state, and local levels on the various stages of the safety planning process, including data collection and analysis, program identification and prioritization, consensus building and obtaining stakeholder input, and adhering to state and Federal requirements. Previously, Bernardo managed and worked on international health promotion projects around the world through the United State Agency for International Development. Bernardo earned a B.A. in Mathematics from Emory University and Master Degree in Public Health from the George Washington University.</p>



Stafford Marquardt

Product Manager, Google Streetview

Stafford is a product manager on Google Streetview, where he leads the Street View app (for making your own Street View). In previous roles at Google, he also worked on the Google Maps APIs and Google Earth Pro. On the side, he leads the "20% project" to show the Moon and Mars in Google Earth.



Rob McInerney

Chief Executive Officer, International Road Assessment Programme (iRAP)

iRAP a registered charity with the vision for a world free of high-risk roads. With RAP projects and programmes now active in over 80 countries worldwide, Rob works closely with key development bank, political and technical leaders from each country to build local capacity and deliver large scale and long term road safety benefits through the provision of safer road infrastructure as part of their own RAP programmes.

He has been directly involved in the iRAP star rating model development and the associated investment planning tools. Rob is leading the development of innovative financing mechanisms such as road safety social impact bonds to unlock the win-win potential of safer roads. He is working with partners worldwide to set star rating policy targets and implement the star rating of road designs that provide a pass-mark for road safety.

Rob is a civil engineer, with over 20 years of international charity, development agency, road authority, research and road safety experience in policy, construction, design and investment planning. He was awarded a Fellowship of the Australasian College of Road Safety in 2015 and received the Prince Michael International Road Safety Award in 2014 in recognition of the work of iRAP globally; the IRF Global Road Achievement Award on behalf of kiwiRAP in 2013 and was jointly awarded the Katahira Award at the 13th REAAA Conference in Korea.

Rob lived in Perth for three years while working for the ARRB Group.



Luis Alberto Moreno
President, IDB

Luis Moreno, a Colombian citizen, has led a profound transformation of the IDB Group since he was first elected President of the Inter-American Development Bank (IDB) in 2005, and re-elected in 2010 and 2015. As President of the IDB, he also chairs the Board of Executive Directors of IDB Invest, the Group's private sector arm, as well as the Donors' Committee of the Multilateral Investment Fund (MIF), an innovation laboratory for development.

Under Moreno's leadership, the IDB Group has consolidated its role as the principal source of long-term financing for Latin America and the Caribbean, while providing cutting-edge knowledge and technical advice for social, economic and institutional development. Before joining the Bank, Moreno served as Colombia's Ambassador to the United States for seven years.

Monica Olyslagers
Project Manager, iRAP

Monica Olyslagers has been with iRAP since 2015 as their Program Coordinator for the Bloomberg Philanthropies Initiative for Global Road Safety, and is based in Beijing. She is currently leading the development of tools for cities to use in improving the safety of vulnerable road users.

Prior to this, Monica was at the Australian Government's national transport ministry, focussing primarily on public transit and sustainable transport policies and initiatives. She is an advocate for designing urban areas to be more conducive to, and safer for bicycling and walking. Monica has university qualifications in psychology and international development.



Neil Pedersen
Executive Director, Transportation Research Board (TRB)

Neil has been in this role since 2015 and provides executive direction and leadership to TRB's technical activities, including its annual meeting of over 13,000 transportation professionals, its more than 200 technical committees, its conferences, and its publications; its peer reviewed policy consensus studies; and its multimodal cooperative research programs.

Prior to joining TRB, Neil spent 29 years at the Maryland Department of Transportation, where he served the last eight years as State Highway Administrator and Governor's Highway Safety Representative.

	<p>Over his career, Neil has been involved in volunteer leadership roles in both TRB and the American Association of Transportation Officials (AASHTO). He chaired a number of TRB and AASHTO committees, including serving as Chair of TRB's Executive Committee in 2011.</p>
	<p>Verónica Raffo <i>Senior Infrastructure Specialist, The World Bank</i></p> <p>Veronica Raffo is Senior Infrastructure Specialist in the Transport and Digital Development Global Practice at The World Bank. Veronica joined the Bank in 2006 as Young Professional, and has worked for the public sector and transport units. She has contributed to advancing the agenda of sustainable transportation and mobility through her management of lending and advisory operations in urban mobility, road safety, road asset management, PPPs, logistics and transport planning in Latin America, Eastern Europe, SE Asia, and Africa. Veronica is the World Bank representative on the Interim Secretariat of the UN Road Safety Trust Fund, and leads several programs on road safety in different regions, including the joint WB-ITF-FIA program for the development of regional observatories in Africa, Asia and Latin America. She also serves as a member of the OECD-ITF Working Group on Safe Systems, and as member of the Strategic Advisory Group of the Safer City Streets Initiative.</p>
	<p>Néstor Roa <i>Head of the Transportation Division Inter-American Development Bank</i></p> <p>Néstor Roa has worked at the Inter-American Development Bank since 2001. He is the Chief of the Transportation Division of the Department of Infrastructure and the Environment. Prior to that, Mr. Roa has held several responsibilities within the Bank, including coordinating the operational activity of the Transportation Division of Mexico, Central America and the Caribbean and was a leader and team member for several transportation, energy projects and telecommunications.</p> <p>Before joining the Bank, Mr. Roa had a successful career in the Colombian public sector, where his last position was that of Director and Commissioner of the Communications Regulation Commission (CRC). He also worked in the National Planning Department, where he was Director of Infrastructure and Energy, Head of the Transportation Division, Director of the Policy Division and Specialist in Transportation Infrastructure. He has also worked in the Colombian private sector.</p> <p>Mr. Roa has a Master's Degree in Technology Management (MSc.) From the Sloan School of Business of the Massachusetts Institute of Technology (MIT), a Master's Degree in Transportation Engineering (MSc. In Civil Engineering) from</p>

	<p>Virginia Tech and a Bachelor's Degree in Civil Engineering from the Javeriana University of Bogotá, Colombia (1986).</p>
	<p>Eugênia Rodrigues <i>Regional Advisor on Road Safety, PAHO</i></p> <p>Eugênia is a national of Brazil, she is a medical doctor with a master's and a doctorate degree in Medicine Preventive, both from the São Paulo University in Brazil.</p> <p>Since 2005 has served as Regional Advisor on Road Safety at Pan-American Health Organization, based in Washington, DC, USA. Her duties involve technical cooperation with Member States in the design, implementation and evaluation of public policies for the promotion of road safety. She is also responsible for compiling, analyzing, evaluating and disseminating information on the magnitude of the road traffic injuries. She coordinated the development of <i>Regional Status Report on Road Safety in the Americas</i> in 2009, 2013 and 2015.</p> <p>She has published on transmissible diseases and violence and injury prevention and she is peer reviewer of some public health scientific journals.</p>
	<p>Ana María Pinto <i>Transport Specialist</i> <i>Inter-American Development Bank, Colombia.</i></p> <p>Prior to joining IDB, Ana María worked for more than 8 years with the Colombian Government at the National Planning Department, where she headed the Transport Division. She has also worked with the British Government at the London Borough of Barnet and the Office of the Deputy Prime Minister. Ana María has a degree in Economics at Rosario University and a Msc in Development and Planning from UCL.</p>

	<p>Ferry Smith <i>Chairman, EuroRAP</i></p> <p>Ferry was appointed as EuroRAP Chairman in 2016. A long-standing member of the EuroRAP board, he is a well-known figure in European road safety through his work as Director of Public Affairs for the Royal Dutch Touring Club (ANWB). An automotive engineer by profession, Ferry is influential role in a range of mobility and advocacy issues such as ANWB's road pricing campaign. He holds key positions in the Dutch road safety and automotive sector and serves on the programme advisory board of SWOV, the Dutch institute for road safety research.</p>
	<p>Greg Smith <i>Managing Director - Strategic Projects Division International Road Assessment Programme (iRAP)</i></p> <p>iRAP is a UK-based charity dedicated to creating a world free of high risk roads. Greg is responsible for leading iRAP projects globally, including in the Asia Pacific, European, African, Middle Eastern and Latin American regions.</p> <p>Greg works closely with governments, multilateral development banks such as the World Bank and the Asian Development Bank, non-government organisations and industry to Star Rate roads for safety and identify cost-effective life-saving treatments.</p> <p>Prior to joining iRAP in 2008, Greg was research manager for the Australian Automobile Association and traffic and transportation manager at Kogarah Council in Sydney, Australia.</p> <p>Greg is part a team that received the Prince Michael International Road Safety Award (2014), and also a recipient of the Institute of Transportation Engineers ITEANZ Emerging Professional of the Year Award (2010) and the Roads Engineering Association of Asia and Australasia (REAAA) Katahira Award for Best Technical Paper (2009).</p> <p>Greg holds a bachelor degree in civil engineering and masters degree in public policy.</p>

	<p>Alejandro A. Schwedhelm <i>Urban Mobility Associate, WRI</i></p> <p>Alejandro is an Urban Mobility Associate in the Health and Road Safety practice area of the World Resources Institute's Ross Center for Sustainable Cities, where he specializes in evaluating impacts from the organization's road safety projects, and in collecting and analyzing crash data to help cities around the world carry out targeted road safety improvements. Prior to joining WRI, Alejandro worked on multiple urban mobility and planning projects for an International Development Economics and Planning consulting firm, the Institute for Transportation and Development Policy, UN-Habitat, and the Department of City Planning in Potsdam, Germany. Alejandro holds a Master's degree in Urban Planning from New York University, and a B.S. in Environmental Spatial Analysis from the University of North Georgia.</p>
	<p>Cody Towles <i>Director and Senior Transport Advisor, Millennium Challenge Corporation</i></p> <p>Cody is currently serving as the MCC Director of Transportation for Cote d'Ivoire and Nepal and is actively using iRAP in both countries. Cody has been with MCC for over ten years working in various countries and has a PhD in Road Engineering.</p>
	<p>Dr Blair Turner <i>Principal Technology Leader – Transport Safety, ARRB</i></p> <p>Blair has more than 20 years' experience in road safety, and is the Australian Road Research Board's (ARRB) Principal Technology Leader – Transport Safety.</p> <p>He initially worked for the New Zealand Government before moving to the UK to continue his career. He is now based in ARRB's Melbourne office. He manages the Melbourne road safety engineering team, and is involved in a wide range of road safety research projects, including work on implementing Safe System infrastructure, rural and urban speed management, intersection design and road design elements and their contribution to risk.</p> <p>Blair is involved in a number of international committees, including the iRAP Global Technical Committee. He has contributed to several of the international best practice guides (including on speed management, data systems, motorcycle safety and pedestrian safety) as well as those used in Australia. He was the lead author for the global guide on Safe Road Infrastructure, published by the World Road Association.</p>

	<p>He has provided training in road safety in many countries, especially in the Asia region. Blair is particularly interested in methods for implementing Safe System infrastructure.</p>
	<p>Julio Urzua <i>Regional Director, The Americas, iRAP</i></p> <p>Between 2004 and 2006, Julio Urzúa was the Executive Secretary of the CHILEAN NATIONAL COMMISSION FOR ROAD SAFETY (CONASET). CONASET is a national commission responsible for inter-ministerial coordination and development of public policies for road safety in Chile. During this time, and after long negotiations with congressmen, new legislation was passed that: made seat belts, child seats, and helmets for cyclists mandatory; banned the use of hand-held mobile phones while driving; and increased penalties for drinking and driving. Between 2004 and 2006 deaths in road crashes were reduced by 7 percent –more than 120 lives were saved. For its exemplary work, in 2005 CONASET was awarded the IRTE Road Safety Award for its contributions to road safety. In January 2006 CONASET also hosted the first Latin American Regional Road Safety planning meeting in conjunction with UNECLAC, the FIA Foundation, the IDB, the World Bank, and PAHO.</p> <p>Between 2006 and 2009 Julio was Executive Secretary of the LATIN AMERICAN AND CARIBBEAN TRANSITIONAL COMMISSION FOR ROAD SAFETY. This Commission was created as a project after the Road Safety Stakeholders’ San José meeting in 2006. The Commission was established to coordinate and strengthen road safety public policies in Latin American and Caribbean countries. The Chair of the Commission was Nobel Peace Laureate Oscar Arias, President of Costa Rica.</p> <p>Since 2009 Julio has been the Director of Americas and the Caribbean for the INTERNATIONAL ROAD ASSESSMENT PROGRAMME (iRAP), a British-registered global charity dedicated to saving lives through safer roads. In recent years Julio has led road safety projects in several Latin American countries including Mexico, Paraguay, Uruguay, Peru, Belize, Colombia, Brazil, among others. He has participated in a large number or in ternational events organized by United Nations agencies, Development Banks, universities, and public and private organisations.</p>

	<p>Jonathon Rogers <i>Policy Analyst, District Department of Transportation (DDOT)</i></p> <p>Jonathan M. Rogers is a Policy Analyst at the District Department of Transportation (DDOT). In DDOT's Policy and Legislative Affairs Division, Jonathan leads multi-agency coordination for Vision Zero, and formulates policies and regulatory proposals with particular emphasis on a safe, multi-modal comprehensive approach. In the past, Jonathan was a budget analyst on then Mayor-Elect Muriel Bowser's Transition Team, a budget analyst in Mayor Vincent Gray's Office of Budget and Finance, and an associate at the National League of Cities. He received his Master's Degree in Public Policy from the George Washington University and is an AmeriCorps alumnus.</p>
	<p>Veronica Vanterpool <i>Deputy Director, Vision Zero Network</i></p> <p>The Vision Zero Network is helping communities eliminate all traffic fatalities and severe injuries while increasing safe, healthy, equitable mobility for all. Prior to joining the Vision Zero Network, she served as executive director of the New York City based Tri-State Transportation Campaign, where she spent 10 years. She worked closely with community residents, civic partners, agency leaders and elected and appointed officials in the greater New York metro region on key issue campaigns including increased funding for transit, walking and biking infrastructure; congestion pricing; Complete Streets; and Vision Zero. She is a recognized leader in the transit sector having been appointed in 2016, as per the recommendation of New York City Mayor Bill de Blasio, to the board of the New York Metropolitan Transportation Authority, the nation's largest transit system providing 2.6 billion transit trips per year.</p>
	<p>Dr. Jing Xiong <i>Senior Transport Specialist, World Bank</i></p> <p>Jing is based in its headquarter Washington DC. Her primary areas of expertise include infrastructure development policies, transport economics, road asset management, and econometric modeling. She joined the World Bank in 2010 and has led various World Bank financed lending operations, and advisory and analytical projects in different countries such as Albania, Bulgaria, China, Kazakhstan, and Russia. Ms. Xiong holds a PhD from the University of California, Berkeley, a MS from the University of Iowa, and a BS from the South East University in China, all from Civil Engineering.</p>