

## **FIA FOUNDATION**

### **INTERNATIONAL TOURISM AND ROAD SAFETY SEMINAR – PARIS, SEP 2008**

#### **SPEAKER SHORT CVs**

##### **Iain Cameron - Office of Road Safety, Western Australia**

Iain commenced as Executive Director at the Office of Road Safety in Perth in 2000 after previous roles in education, health and drug strategy.

The Office of Road Safety works in partnership with key stakeholders including the Road Safety Council member agencies to identify, recommend and encourage the implementation of evidence based initiatives to reduce trauma on Western Australian roads.

The Office provides road safety community education programs, policy and strategy advice and coordination functions on behalf of the Road Safety Council member agencies and the State Government in Western Australia.

Iain is a member of the WA Road Safety Council, a board member of the Australasian New Car Assessment Program and represents Western Australia on the National Road Safety Strategy Panel and the Austroads Road Safety Task Force.

He is also the Australian representative on the OECD Working Group on Achieving Ambitious Road Safety Targets. Iain also contributed to the OECD Working Groups on Young Driver Safety and Speed Management.

##### **Catherine Barry - Department of State, United States**

Ms. Barry joined the Department of State in 1977. She was first assigned to the U.S. Embassy in Mexico City providing consular services throughout central Mexico. She subsequently served in Quebec City from 1980-1982 at which time the issue of Quebec sovereignty was a significant bilateral issue. She then spent two years in Seoul, Korea working in the nonimmigrant visa section.

Returning to Washington DC in August 1984, Ms. Barry joined the Cuba desk and participated in migration talks that resulted in the December 1984 U.S.-Cuba Mariel Migration Agreement. She then spent two years working in the emergency center for U.S. citizens, supporting consular officers in Asia, Africa, and the Middle East who were helping Americans in distress. Ms. Barry served as the senior consular officer in the U.S. Consulate General in Jerusalem from 1988-1991 at a time when the region was suffering civil unrest due to the "intifada" and the Gulf War. Other notable assignments include Director of the 24 hour "Watch" of the Department of State (1994-1995) and Consul General at the U.S. Embassy in Honduras during Hurricane Mitch (1998-2000). Ms. Barry returned to Washington in July 2000 and served as the Managing Director of the Office of Visa Services. In August 2004, she became the Deputy Assistant Secretary for Overseas Citizens Services. She became the US Consul General in Paris in August 2007.

Ms. Barry is originally from the Chicago area. She attended the University of Illinois, the Fletcher School of Law and Diplomacy, and the Industrial College of the Armed Forces.

### **John Dawson – International Road Assessment Programme**

John Dawson is Chairman of EuroRAP, the European Road Assessment Programme, the first regional road assessment programme which he has led since its genesis in 2000.

He is also Chairman of iRAP, the International Road Assessment Programme, which was established in 2006 to coordinate Road Assessment Programmes worldwide and has formed a strategic partnership with the World Bank.

John Dawson is Secretary of the FIA Foundation for the Automobile and Society and is connected with several safety and transport charities including the Road Safety Foundation. He is a well known figure in British and European transport having served for a decade as a government national roads Director for London and Scotland and a decade as The Automobile Association's Policy and International Director.

### **Dirk Glaesser – United Nations World Tourism Organization**

Dirk Glaesser is heading the Risk and Crisis Management Department of the United Nations World Tourism Organization. Prior to joining the Organization in 1997, he worked for the Dresdner Bank Head Office in Germany and the German Armed Forces in the Netherlands. He received a Ph.D. in Business Administration from the University of Lüneburg (Germany) and was awarded the ITB Scientific Prize for his work on Crisis Management. He is the author of a number of publications on crisis management and tourism.

### **Dr. Jasminka Goldoni Laestadius - World Bank, US**

Jasminka Goldoni Laestadius, MD, PhD is a consultant with the Joint Bank/Fund Health Services Department (HSD) in Washington DC since 2000. A specialist in occupational medicine, she contributed to HSD's Breast Cancer Study in 2001, was the lead author for the 2002 IMF Staff Health Report, and for the 2003 World Bank Staff Report. She has coordinated numerous environmental investigations, conducted health related surveys of Bank and Fund staff, assisted in the design, monitoring and evaluation of the ergonomics program, and been a co-investigator on various occupational health research projects. She has authored a number of refereed papers in scientific journals.

Prior to joining the Bank, Dr. Goldoni Laestadius held a position as national expert for medical research at the European Commission headquarters in Brussels, where she coordinated nationally funded research projects in the fields of neurosciences, nuclear medicine, endocrinology, psychiatry, cellular biology, odontogenesis, and alternative medicine among 25 European countries.

Dr. Goldoni Laestadius earned her MD, PhD, and occupational health specialist degrees at the Medical School of the University of Zagreb. She spent the first ten years of her career holding a succession of research positions at the Institute for Medical Research and Occupational Health in Zagreb, engaging in national as well as international research projects.

## **Greg Hunting – Fédération Internationale de l'Automobile**

Greg Hunting joined the FIA as Director of Public Policy and Services in August 2008 after almost five years with the New Zealand Automobile Association where he was General Manager, Public and International Affairs. During his time in New Zealand he was responsible for the Associations public policy, communications, publishing and international relations. In this later role Greg was involved in a number of FIA Working Group and Commissions and became Secretary of FIA Region 2 (Asia / Pacific) in 2006, a position he held until his move to the FIA head office in Paris this year.

For the four years before joining the NZAA, Greg was the Director of Government Relations at the Australian Automobile Association, and previous to that he was a Ministerial Chief of Staff with the Australian Government for four years.

Greg has brought extensive public policy and communications experience to his role at the FIA.

## **Werner Kraus – Fédération Internationale de l'Automobile**

Date of birth: 4<sup>th</sup> May 1942, Pressburg (Bratislava), Slovak Republic  
Marital status: married, two grown-up sons

**Education:** Studied business economics in Vienna; graduated in 1964, title of "Diplomkaufmann" (equivalent MBA).

1965	Joined Semperit AG (Austrian tyre manufacturers)
1978	Financial Director, Semperit AG
1985	Financial Director, Semperit Reifen AG
1993	Chairman of the Board & CEO, Semperit Reifen AG
End 1996	Left Semperit

**Currently:** Member of the Management of Greco International AG (risk & insurance management)

1992	Appointed Vice President of the ÖAMTC
2001	Appointed President of the ÖAMTC
2004	Elected AIT President, re-elected in 2007
2005	Elected FIA Region I President and FIA Deputy President for Mobility and the Automobile

## **Rob McConnell – Fleet Forum**

Rob McConnell has a background in transport and logistics and has been involved in humanitarian fleet operations for 10 years. Initially managing large Red Cross fleets in the Balkans during the Kosovo crisis, then working with a number of aid and development agencies to professionalise their vehicle fleet management. Co-founder of the Fleet Forum, an interagency association of more than 40 members, including international organisations, the UN, academic institutions, donors and corporate partners, whose vision is to support efficient and effective humanitarian action by catalysing the professionalisation of fleet operations, increasing road safety and security, and improving the environmental impact of fleets.

The Fleet Forum has been specifically mandated to address road safety within the humanitarian community. To this end, a dedicated Fleet Safety project was developed, responding to the expressed need of organisations to tackle their fleet safety problem, professionalise their fleet operations and rectify the systemic lack of fleet safety training within the humanitarian community.

### **Caroline Ofoegbu - Fédération Internationale de l'Automobile**

Caroline Ofoegbu, Deputy Director General of the Brussels based FIA European Bureau is primarily responsible for EU policy issues affecting the interests of motoring consumers.

As International Coordinator of EuroTest, a club-based consumer testing platform, Ms Ofoegbu works with 18 clubs in 17 countries to implement a wide range of surveys annually. The "EuroTests" undertaken examine the quality and safety of diverse aspects of Europe's mobility infrastructure for the benefit of mobile consumers generally.

Caroline Ofoegbu joined the FIA European Bureau in 1996. Previously she worked at the European Commission as a national expert on tourism and development policies. Prior to that, as a UK civil servant, she dealt with various policies including: employment, tourism, population and census surveys and the European social fund

### **Andrew Pearce – Global Road Safety Partnership**

Andrew was born in 1957, is British, and is married with two children, aged 18 and 20. He has a Bsc. in Chemical Engineering from Imperial College, London University, 1980, an MBA from Warwick University in 1993. He has worked in the UK steel industry from 1976 to 1980. From 1980 until 1985 he worked as a field engineer in Africa in the oil industry.

In 1985 he joined Shell International, and worked as a production engineer in Oman, Gabon and the UK. In 1993 he transferred within Shell to the Internal Audit and then Health, Safety and Environment functions. From 1998 to 2003 he worked in Syria, in 2003 in China, and from 2004 to 2007 in Sakhalin, Russia, on the very large Sakhalin II project. This greenfield project was characterised by a number of safety challenges, including a very complex road safety challenge. With the help of the Global Road Safety Partnership, he was instrumental in the set up of a local Sakhalin Road Safety Partnership to help manage road safety in the community as well as in the company. The SRSP has been successful in executing a number of road safety projects and is now into its fourth year of operations.

In 2008 he joined the Global Road Safety Partnership in Geneva as the CEO.

Andrew enjoys all kinds of sports and also learning languages.

### **Susan Pikrallidas - Fédération Internationale de l'Automobile**

Susan Pikrallidas joined the FIA as Secretary General for Automobile Mobility and Tourism in January 2008. She manages the day-to-day activities of the Secretariat, which serves 160 motoring and touring clubs operating in 120 countries.

The FIA and its clubs are committed to promoting freedom of mobility through affordable, safe and clean motoring; to defend the rights of motorists; to support harmonization of rules with respect to automobile manufacture and use; to protect road users from abusive taxation and restrictive legislation; and to promote sustainable and intelligent tourism.

Susan also represents FIA on the Board of Trustees of “eSafetyAware”, an international public private partnership promoting consumer awareness of intelligent road safety technologies, and oversees FIA’s work as an observer to the World Forum for Harmonization of Vehicle Regulations.

Prior to joining the FIA, Susan worked for the American Automobile Association for 30 years, most recently serving as Vice President for Public Affairs. She oversaw AAA’s public relations, government relations, corporate communications and traffic safety policy and programs. She also served on the Board of Trustees and the Research and Development Committee of the AAA Foundation for Traffic Safety.

Prior to her career at AAA, Susan worked for the US Congress for five years, first as an assistant to a former Congressman from Iowa and later for the House Foreign Affairs Committee.

She is a graduate of Gustavus Adolphus College in St. Peter, Minnesota and the Georgetown University Law Center in Washington, D.C. She is a member of the Virginia State Bar.

#### **Jess Prasad – Foreign and Commonwealth Office, UK**

Jess manages the Know Before You Go (KBYG) campaign for the UK’s Foreign & Commonwealth Office, where she has been working since September 2007. The KBYG campaign aims to persuade British Nationals going abroad to be prepared for their trips in order to avoid preventable problems.

Prior to this she worked in the press office of another Government department as well as in a variety of television companies and charities. The theme in all her jobs has been communications - to both raise awareness of certain issues such as vulnerable missing people, as well as cause behavioural change, such as increasing the recycling rates of residents in London.

Jess has travelled a great deal since a young age, having spent most her childhood in Africa. She has also lived and worked in Spain, Italy and Vietnam and can speak French and Italian, but unfortunately not Vietnamese.

#### **Ken Shaw – Shaw Safety Associates**

Ken Shaw was until recently, Director Road Safety for BP, a post he held for the past 5 years. During this time Ken got road safety onto BP’s corporate agenda and led the organisation in the development of a driving safety standard (BP very first Group Standard) and it’s implementation in all parts of the Group globally. By the end of 2007 workforce road fatalities had reduced from 14 in 2003 to 1.

Ken’s career with BP included Management of the UK Industrial Sales business, Marketing Management, Project Managing a European Supply Chain Optimisation plan and the Management of Logistics Operations.

Ken retired (happily) from BP in July 2008 and is now working as an independent consultant (Shaw Safety Associates). He is currently assisting with the development of a Fleet Safety Manual for use by the humanitarian aid organisations. He is also working with GRSP in the development of a Fleet Safety Guide as one of their suite of road safety guides.

### **Rochelle Sobel – Association for Safe International Road Travel**

Rochelle Sobel is the founder and president of the Association for Safe International Road Travel (ASIRT), a nonprofit organization established in 1995 that promotes road travel safety throughout the world through education and advocacy. Ms. 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 Sobel received educational degrees from Barnard College, NYC (B.A.); University of Chicago (M.A. English Literature), George Washington University, Washington D.C. (M.A., Education); George Washington University, Washington D.C. (Doctoral Candidate in Educational Policy).

Ms. Sobel is a member of the WHO Global Road Safety Steering Committee and has presented on the issue of global road safety at numerous forums and conferences. ASIRT has been honored for its outstanding efforts on behalf of global road safety by the Prince Michael and IRTE Road Safety Award, 2005; the American Embassy in Ankara and Rotary International, Turkey.

Ms. Sobel's publications include, "Injury Control and Safety Promotion," 2003, Vol. 10; "Speaking for the Victims, *Faces behind the figures*, produced in collaboration with WHO., "A Global Road Safety Tool Box for the Study Abroad Community", "Know Before You Go," "Travel Safe, Travel Smart", and "Road Travel Reports for 160 Countries".

### **Greg Thorpe – 23red, UK**

Greg is Client Services Director at 23red, who are the Foreign and Commonwealth Office's Partnership Marketing agency, who have recently developed the FCO's Road Safety Abroad campaign.

Greg began work with a sales role at Procter & Gamble, selling the full health and beauty range to Sainsbury, Safeway and other key retail accounts. He then moved into the marketing world and spent time at integrated agencies, FKB Carlson and Tequila, where he ran large scale, award-winning communication programmes for clients including Hewlett-Packard, Anheuser-Busch, Whitbread and Marlboro.

In 2002 Greg joined 23red, where he is responsible for a number of partnership marketing campaigns for government departments including the Foreign and Commonwealth Office, the Environment Agency and the Financial Services Authority.

Over the years Greg has had involvement in a number of driving related campaigns including Marlboro's sponsorship of the Ferrari F1 team, the development of the World Rally Championship brand, and most recently 23red have created a Drink Drive Safety campaign for Bacardi Martini using Michael Schumacher as the spokesman.

### **David Ward – Director General, FIA Foundation**

David Ward is the Director General of the FIA Foundation for the Automobile and Society, a UK registered international charity founded in 2001. The Foundation's objects are to promote road safety, environmental protection, and sustainable mobility.

He is Chairman of the Governing Board of the World Bank's Global Road Safety Facility, and Secretary of the Commission for Global Road Safety, chaired by Lord Robertson of Port Ellen which published the report 'Make Roads Safe' in June 2006 on international cooperation in road safety.

He is President of 'eSafety Aware', an international public private partnership promoting consumer awareness of the intelligent road safety technologies, such as Electronic Stability Control.

He represents the FIA Foundation in the United Nations Road Safety Collaboration and on the Board of Directors of the International Road Assessment Programme.

He is married and has two children.

### **John O C White – Transport Strategy**

John has worked in national and international organisations on major transport projects and contributed to many transport policy developments and reforms, both nationally and internationally.

In 2007, John undertook consulting work for the OECD and was engaged by the FIA Foundation to undertake the *International Tourism and Road Safety Study*.

In 2004-06, John was Head, Joint Transport Research Centre (JTRC) of the OECD and ECMT, Paris and responsible for the JTRC's Programme of Work as approved by OECD and ECMT Transport Ministers. He oversaw many international policy research projects and contributed to the published reports, including: *Young Drivers*, 2006; and *Speed Management* 2006. He jointly initiated the *Achieving Ambitious Road Safety Targets* project (report forthcoming, Sep 2008) and its *Country Reports on Road Safety Performance* (38 countries, 2006). While in this position, he was a member of the WHO-led UN Road Safety Collaboration initiative.

During 2000-2003, John became Principal Administrator, OECD, Paris and was responsible for the Road Transport Research (RTR) Programme and oversight of member country projects, including road safety projects.

Prior to 2000, in Australia, John was a Senior Executive, Department of Transport and Regional Services, Canberra, holding Assistant Secretary positions in international policy, domestic policy, aviation regulatory reform, urban transport, motor vehicle safety (Federal Office of Road Safety) and Transport Review.

In this last position, he prepared a cross-portfolio review of “Transport Directions” for the Minister. He was centrally involved in international and domestic aviation policy reforms over the period from 1987 to 1996, including deregulation of domestic aviation and privatisation of major Australian airports. He was Australia's member of APEC's Transportation Working Group over the period 1994-1996.

John is married and has two children.