

## Workshop for the IMCO Committee

**WORKSHOP on Type-approval requirements for motor vehicles as regards their general safety and the protection of vehicle occupants and vulnerable road users.**

### Biographies of speakers

#### David Ward



David Ward is Secretary General of the Global New Car Assessment Programme, which promotes independent consumer safety rating of motor vehicle and serves as a platform for co-operation among NCAPs worldwide<sup>1</sup>. He is also Chairman of the Stop the Crash Partnership, a global initiative to promote increased use of crash avoidance technologies.

From 2001 to 2013 he was Director General of the FIA Foundation which has donated over \$100 million to projects supporting safe and sustainable transport.

From 2006 to 2015 he was Secretary of the Commission for Global Road Safety. From 1996 to 2006 he was a founding Board Member of the European New Car Assessment Programme. From 1994 to 2001 he was Director General of the EU office of the international federation of automobile clubs (FIA) where he led campaigns for improved vehicle safety and emission standards.

Before working in road safety, David was Chief Policy Adviser to the Leader of the Opposition, the late Rt. Hon. John Smith MP, and previously worked for the United Nations Children's Fund, and as a journalist. David is 62 years old, graduated from London University in 1979 with a BA in philosophy.

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<sup>1</sup> Global NCAP, a UK registered charity with consultative status with the UN (ECOSOC), participates in meetings of the World Forum for Road Traffic Safety (UNECE WP1), the World Forum for Harmonisation of Vehicle Regulations (UNECE WP29), and the United Nations Road Safety Collaboration. Global NCAP's funding sources include the FIA Foundation and the Bloomberg Philanthropies.

### **Antonio Avenoso**



Antonio Avenoso is the Executive Director of the European Transport Safety Council where he has been working since 2001. Within ETSC Antonio has managed several international research networks and road safety programmes. He has worked in the "Railway and Interoperability Unity" of the Directorate General for Energy and Transport of the European Commission. He holds an academic degree cum laude in Political Science from the University of Pavia and an M.Phil. in European Studies from the University of Cambridge.

### **Dr. Stefan R. Benz**



Born in 1975 near Stuttgart in Germany  
Studied electrical and computer engineering at the University of Stuttgart, Germany, at Karlsruhe Institute of Technology, Germany, and at Oregon State University, USA; received Master of Engineering degree in 2001  
Received Ph.D. in Engineering from Karlsruhe Institute of Technology, Germany in 2004  
With Bosch since 2001

Today Senior Expert on automotive safety systems such as ABS, ESC, ADAS and automated driving in the Chassis Systems Control division of Bosch; main working topics include technical and political consulting for vehicle safety technologies

### **Wojciech Wiewiórowski**



Wojciech Wiewiórowski is the Assistant Supervisor at the EDPS. He was appointed by a joint decision of the European Parliament and the Council on 4 December 2014 for a term of five years.

Wojciech Wiewiórowski was born on June 13th 1971. In 1995 he graduated from the Faculty of Law and Administration of the University of Gdańsk, and in 2000 he was awarded the academic degree of Doctor in constitutional law.

After graduation he was editor and then publisher in legal publishing houses. In 2002 he began to work as lecturer at Gdańsk College of Administration, and since 2003 he was assistant professor and head of Legal IT Department at the

Faculty of Law and Administration of the University of Gdańsk, with which he has been associated since 1995.

Since 2006 he has been working for public administration. He was among others adviser in the field of e-government and information society for the Minister of Interior and Administration, as well as Vice-president of the Regulatory Commission of the Polish Autocephalous Orthodox Church.

In 2008 he took over the post of the Director of the Informatisation Department at the Ministry of Interior and Administration. He also represented Poland in committee on Interoperability Solutions for European Public Administrations (the ISA Committee) assisting the European Commission. He was also the member of the Archives Council to the Ministry of Culture and National Heritage. He is a member of the Polish Association for European Law. In 2010 he was elected by Polish Parliament for the post of the Inspector General for the Protection of Personal Data (Polish Data Protection Commissioner) which he served by November 2014 being reelected for the second term in 2014.

Vice Chairman of the Working Party Art. 29 since February till November 2014.

The author of numerous studies, publications and lectures in the field of personal data protection, IT law, e-government and legal informatics. His areas of scientific activity include first of all Polish and European IT law, processing and security of information, legal information retrieval systems, informatisation of public administration, electronic signature and application of semantic web and legal ontologies in legal information processing.



### **Richard Cuerden**

Director, TRL Academy – Transport Research Laboratory

Richard is responsible for TRL's strategic research plan and the associated thought leadership investments and activities, ensuring technical quality of research outputs, supporting the academic development of staff and managing engagement with stakeholders on programmes of collaborative research.



### **Yoni Epstein**

Yoni Epstein, ADAS Program Manager, Mobileye

In his current role, Mr. Epstein is responsible for ADAS Advanced Development activities and represents Mobileye in various regulatory frameworks.

Yoni joined Mobileye in 2012, and in prior roles within Mobileye managed OEM production projects and led object detection and associated ADAS products (AEB & ACC) in Advanced Development.

Yoni holds an MSSc from the Hebrew University.

### **Alina Tuerk**



Delivery Planning Manager, Transport for London.

Alina is a TPP (Transport Planning Professional) qualified Transport Planner with 10 years experience across public and private sector. Alina currently manages the Roads & Freight Team in City Planning at Transport for London (TfL). Together with her team, Alina is responsible for developing and managing a range of freight initiatives across London aimed at improving safety, reducing environmental impacts and ensuring provision for deliveries and servicing across transport planning projects. Alina manages the technical team leading on the development of the Direct Vision Standard (DVS) for

Heavy Goods Vehicles (HGVs) in London, in order to address the high number of collisions involving HGVs and vulnerable road users. Prior to joining TfL, Alina worked in consultancy on national and international projects with a focus on integrating walking and cycling into travel routines and urban environments.

### **Will Norman**



Will Norman is London's first Walking and Cycling Commissioner, working to deliver the Mayor's pledges to make walking and cycling safer and easier in the capital.

Will was previously Director of Global Partnerships at Nike. He spent more than three years working with not-for-profits, governments, UN agencies and European Institutions to tackle the global inactivity crisis, with a particular focus on getting children more active.

Prior to working at Nike, Will was Director of Research at the Young Foundation and also set up a successful social research consultancy.

Will has a PhD from the London School of Economics. He is an avid cyclist and enjoys both running and walking throughout the capital. He lives with his family in east London.

Will is based at both City Hall and Transport for London (TfL),

and is paid via TfL.



## **Samuel Kenny**



Freight Policy Officer, Transport & Environment

Transport & Environment's (T&E) mission is to promote, at EU and global level, a transport policy based on the principles of sustainable development. Established in 1990, T&E represents 58 organisations from 26 countries across Europe, mostly environmental groups and campaigners working for sustainable transport policies at national, regional and local level. Samuel joined Transport & Environment in 2015 to work on freight policy, as well as the EU budget.

## **Matthias Maedge**



In his role as a General Delegate of the IRU Permanent Delegation to the EU, Matthias Maedge's vision is to further increase IRU's voice for commercial road transport in Europe and to ensure that the industry is ready for the challenges and opportunities ahead. Before joining IRU, he spent nearly 10 years in the vehicle and energy business holding several positions and eventually becoming Secretary General of the Natural Gas Vehicle Association (NGVA). Prior to his involvement in the alternatively fueled vehicle business, Matthias worked in the German parliament (Bundestag) and served as research associate to the shadow Secretary for Education. Matthias started his professional career as an Officer in the German army.

He holds a Master's degree in Political Science, Media & Communications. In addition to his native German, he speaks English, French, Spanish and Italian.

Born in 1980, Matthias is a German citizen, is happily married and is a proud father of two children.

## Dr. Ulrich Veh



### **Birthplace**

Bobingen, Germany

### **Education**

**Studies** (10/91-10/96)

Mechanical engineering, Technical University of Munich

**Doctor Thesis** (04/99-03/02)

Doctor thesis about optimisation of development processes

### **Professional Experience**

**Management Trainee** (11/96-04/98)

MAN Nutzfahrzeuge AG, Munich

**Project Engineer - Development of Driver's Cab** (05/98-08/01)

MAN Nutzfahrzeuge AG, Munich

**Head of Strategies and Projects** (09/01-12/03)

MAN Nutzfahrzeuge AG, Munich

**Head of Vehicle Safety Strategy** (01/04-08/10)

BMW AG, Munich

**Head of Passive Safety Integration i3 and i8** (09/10-04/14)

BMW AG, Munich

**Head of Rear Impact and Passive Safety Predevelopment** (05/14-12/15)

BMW AG, Munich

**Head of Vehicle Safety Integration – Large and Midsize Vehicles** (01/16-09/16)

BMW AG, Munich

**Safety Director** (since 10/16)

ACEA, Brussels

## Peter Kronberg



Peter Kronberg is the Safety Director of the Volvo Group. In this role he is responsible for directing the Volvo Group sustainability agenda relating to traffic and vehicle safety. The work involves determining how Volvo Group should use its technology leadership in active safety, automation and connectivity to address the global societal transport challenges, and maintaining an active dialogue with political, academic and industrial stakeholders, as well as forming international partnerships and projects. Peter also acts as a spokesperson for Volvo Group regarding safety.

Peter has worked with traffic and vehicle safety for more than fifteen years in several different capacities. Prior to his current role he was in charge of coordinating the Volvo Group's advance engineering portfolio relating to active safety. He has also worked as project manager for international and national research projects as well as product development projects. He was also a leading part in establishing a Swedish national platform for research and development relating to impaired driving. Peter has published several papers relating to active safety and driver inattention, and he is the holder of several patents. Peter has a Master's degree in mechatronics and intelligent machines from Chalmers University in Sweden.

## Dr.-Ing. Bernd Gottselig



- Studied "Mechanical Engineering" in Aachen and obtained his doctorate at the same university.
- With Ford Motor Company since 1989.
- Between 1989 and 1991 several positions in Quality Control, Manufacturing and Body Engineering, both in Germany and the UK.
- Between 1992 and 1995 member of the vehicle recycling department of Ford of Europe.
- Between 1995 and 1998 responsible for environmental strategies for Ford Motor Company in Dearborn (USA).
- From 1999 to 2000 technical specialist "Recycling & Environment".

- Between 2000 and 2006 responsible Manager for all vehicle recycling aspects for Ford in Europe and coordinator for all Ford Motor Company brands (this included Jaguar, Land Rover, Volvo, Mazda and Aston Martin).

- Since March 2006 Senior Manager Automotive Safety and Advanced Regulations.

## **Gianluca Cerio**



Gianluca Cerio is a technology leader focusing on V2X , 5G and IoT for the Teoresi Group, a company with headquarters in Turin, Italy ([www.teoresigroup.com](http://www.teoresigroup.com)).

Teoresi Group has been innovating on the fields of automotive, railway and industrial engineering, telecommunications and ICT systems.

Today Teoresi SpA, with Teoresi inc. in North America, Teoresi GmbH in Germany, and Teoresi SA in Switzerland is an international

group operating in different technologies and markets.

Gianluca Cerio holds a Master's degree in computer engineering and computer networks at Politecnico di Torino.

## **Andrea Segato**



Andrea Segato is a market manager focusing on Vehicles Market development for the Teoresi Group, utilizing new technologies to open international opportunities with different customers, from innovative start-ups to worldwide enterprises.

Co-Founder of Alto Sistemi, one of the participated companies of Teoresi Group, he begins as a researcher for a satellite webcasting system, and, after years as a technician, he becomes a member of the

management of the company.

He is now supporting the development in new markets and the internationalization of the Teoresi Group, keeping good relationship with academic world and R&D projects.

Andrea Segato holds a Master's degree in computer engineering and computer networks at Politecnico di Torino.

### **About Teoresi**

TEORESİ, founded in Turin in 1987, is nowadays an international Group, with offices in Europe and United States, who acts as a qualified partner to foster customers' product and process development. Backed up by a global expertise in engineering, Teoresi supports its customers by providing design, development and technology consulting services, with particular attention to innovation in every project challenge. Teoresi offering covers different industries such as: Aerospace and Defense, Automotive, Industrial, Railway, TLC & Media, Energy, Bioengineering, Financial Services, Public sector and University, HW & SW services, Home Appliances.



### **Fabienne Goyeneche**



Fabienne Goyeneche holds a Master degree in Public Affairs from Sciences Po (Paris) and a BA in Chinese language and civilization from Paris Diderot University. She started working with Michelin in China, before joining the Public Affairs Department, as a lobbyist both in Paris in Brussels. She specializes in vehicle and tyre regulations, and in EU trade policy.

### **Laurianne Krid**

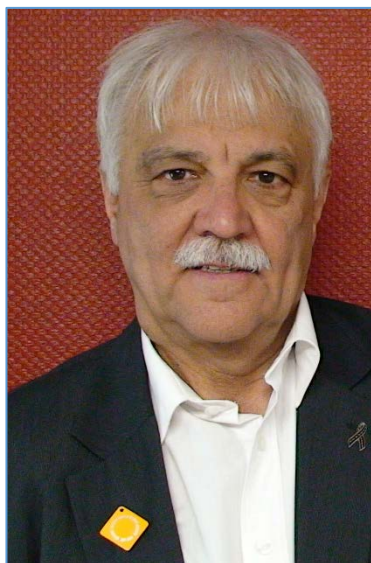


Laurianne Krid is the Director General for FIA Region, representing mobility Clubs in Europe, Africa and the Middle East since 2017. The FIA Region I advocates for safe, affordable and clean mobility as a key component for growth. Together with the Region I team, Laurianne supports the exchange of best practices between mobility Clubs in Europe, the Middle East and Africa, which total 38 million members. Mobility Clubs play a key role in advocating for road safety and testing vehicles

for safety and environmental performance.

Laurianne holds a Masters' degree in political sciences specialised in EU policies and a Master II in interregional cooperation. She speaks French, English, German and some Spanish.

### **Jeannot Mersch**



Jeannot Mersch is a diploma sound engineer and was responsible for the audio production of Luxemburg's Philharmonic Orchestra from 1976 -2009.

On 5.2 1993 a tragic event changed his and his family live when he lost his 13 years old daughter walking to school near a zebra crossing to the bus stop, by a speeding hit and run young driver .

He immediately joined Luxemburg's Road Victim Association, AVR in 1993, where he has been president from 1999-2014. Being their FEVR delegate for many years he joined the board of the FEVR in 2004.

In October 2009 he chooses to retire from his professional job to have so more time as volunteer for road safety and victim advocate.

October 2010 in Rome at the FEVR AGM he was elected as their new president.

In Luxembourg he had been active in several ministerial working groups for road safety and is also a passionate advocate for Vision Zero and the Safe System Approach.

In his role as FEVR President, Jeannot regularly travels to Brussels and over Europe to participate in road safety conferences and stakeholder meetings and is frequently invited to speak on road danger reduction matters and post-crash response at international conferences and seminars.

### **Ceri Woosgrove**

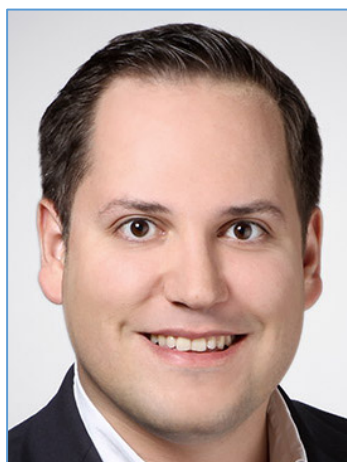


Mr Ceri Woosgrove has been working for the European Cyclists' Federation for almost 8 years now in the field of road safety, new mobility services, and technical issues. I have two Masters degrees, one politics and in international policy analysis, I have also represented European transport companies in Brussels. In a previous life I worked as an IT systems developer in the UK and Chain, working for a large back on their back office IT systems. I have been working on European vehicle safety for the past four years.

The European Cyclists' Federation is an umbrella federation that represents 85 national cycling associations throughout the world, including all European countries.

Since our foundation in 1983, ECF has had one goal: To promote cycling as a sustainable and healthy means of transportation and recreation.

## Fred Roeder



Frederik Roeder is a German Health Economist based in London, UK. He is Managing Director of the Consumer Choice Center and passionate about innovations that make consumers' lives more better and safer. He has been working in consumer and civil society advocacy for nearly eight years. He furthermore has experience in health and safety management and critical incident reporting system implementation.

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