

# Eddie Wren

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## Categorized Résumé for Traffic Safety Expertise

### Professional and Voluntary Positions Held

#### Current:

- President & Chief Instructor – Advanced Drivers of America, Inc. [ADA]
- Executive Director – Drive and Stay Alive, Inc. [DSA] <sup>1</sup>
- An elected director of the International Road Federation [IRF], Washington D.C.
- Chair of the Driver Behavior, Education and Training Committee [D-BET] for the International Road Federation Road Safety Working Group
- Owner/Manager of the three main traffic safety groups (with over 2500 members) at the Linked-In online professional networking site: (<http://www.linkedin.com/>)
  - International Road Safety
  - Driver Safety (USA)
  - Driving Instructors, Educators and Trainers

#### Previous:

- UK police officer, primarily on “highway patrol” duties
- UK police specialist in safety for young drivers and motorcyclists
- Senior Instructor – British School of Motoring (over 4,000 training cars nationwide)
- Managing Director of a UK advanced driver training company (by invitation)
- Chief Training Officer for donor-organ drivers in Scotland <sup>2</sup>
- Former member of the Editorial Advisory Board of “Dual News,” the magazine of the Driving Schools Association of the Americas [DSAA]



Eddie Wren

### Own Driving Skills and Experience

- UK Police Advanced Driver <sup>3</sup>
- UK Police Advanced Motorcyclist (achieving the second-highest marks ever) <sup>3</sup>
- Police response/pursuit driver on ministerial protection duties to the Deputy Prime Minister, Lord William Whitelaw (following the terrorist murder of British Member of Parliament, Airey Neave)
- At various times, a police escort or motorcycle outrider for HM Queen Elizabeth II, HRH The Duke of Edinburgh, and HRH Princess Anne

## **Traffic Safety and Crash Investigations Background**

- Fourteen years' police service (during which – as the approximate a equivalent of a US “highway patrol” officer – he attended and investigated many hundreds of road crashes that ranged from minor to multiple-fatal)
- Following his police service, Wren also became a “civil investigator” and undertook many crash investigations on behalf of lawyers and insurance companies

## **Published Research and Technical Papers**

- **Taking a Risk Led Approach to Occupational Driver Risk Assessment, Monitoring and Improvement: Good Practice Cases from Around the World;** Murray, W; Dubens, E; Wren, E. Canadian Multidisciplinary Road Safety Conference; Saskatoon, Canada; June 2009. <http://www.carsp.ca/documents/752>
- **Standards in Driver Training;** Wren, E; International Conference on Road Safety at Work, Washington DC; February 2009; [event organized/sponsored by NIOSH, NSC & WHO; Wren was the only invited/selected speaker on behind-the-wheel driver training].
- **State Drivers' Manuals Can Kill Your Kids!** Wren, E; Society of Automotive Engineers World Congress, Detroit; April 2007. <http://www.sae.org/technical/papers/2007-01-0445>  
[Wren received an “SAE Excellence in Oral Presentation Award” for this paper.]

## **Other Conferences and Public Speaking** *(selected events only; not a complete list)*

- Invited speaker on Pedestrian Crosswalk Safety at the International Road Federation Middle-East Congress, Riyadh, Saudi Arabia, December 2009;
- Keynote speaker at the “Knowledge – Acting With Confidence” conference for the Ontario Ministry of Transportation and the Southwest Injury Prevention Network, Canada, 2008 *(invited as the keynote speaker as a result of outstanding audience feedback from the “Not By Accident” conference in 2007 – see below)*;
- Invited speaker: “Not By Accident - Teachable Moments” conference, Ontario Ministry of Transport, Canada, 2007;

Previously:

- Has given several hundred training talks for corporate clients throughout North America while instructing for “Advanced Drivers of America, Inc.” 2005-present;
- Speaker at the New York State Association of Traffic Safety Boards' annual conference, Binghamton NY, USA, 2004;
- Has given over 40 talks to high school groups in the Niagara Frontier Region of Western New York, on behalf of the not-for-profit organization “Drive and Stay Alive,” 2003-present;
- Gave several hundred talks, on a full-time basis, at schools and other youth locations, as part of a highly-successful, long-term casualty-reduction program for young drivers and motorcyclists in the NW of England, 1980's <sup>4</sup>

### **Delegate Attendances** *(selected events only; not a complete list)*

- U.S. Sec. of Transportation's **Distracted Driving Summit**, Washington DC, 2009;
- **International Conference on Road Safety at Work**, Washington DC, Feb. 2009;
- Invited observer to a **United Nations General Assembly Meeting**, New York, USA, for the passing of a historic resolution (A/62/L.43/Add.1) on combating "the global road safety crisis." March 31, 2008;
- **Latin America & Caribbean Road Safety Stakeholders' Forum**, 2007;
- **Pan-American Road Safety Congress**, San Juan, Puerto Rico, 2007;
- **3<sup>rd</sup> International Conf. in Driver Behaviour & Training**, Dublin, Ireland, 2007;
- **Young Driver Safety Conference**, BRAKE, Royal College of Surgeons, London, UK, 2007;
- The "**Police Enforcement Policies and Practices on European Roads**" conference [PEPPER]; Brussels, Belgium, 2007;
- **World Youth Forum on Road Safety**, Switzerland, 2007;
- **2<sup>nd</sup> United Nations Stakeholders' Forum on Global Road Safety**; Geneva, Switzerland, 2007;
- "Rally for Safer Roads," **Make Roads Safe**; Westminster, London, UK, 2007;
- **National Safety Council Congress** [NSC], San Diego CA, USA, 2006;
- "Managing Human Factors in Driving" (a 3-day course), **Cranfield University**, England, 2006;
- **1<sup>st</sup> International Conference on Distracted Driving**, Toronto, Canada, 2005;
- **Transport Injuries Research Foundation** [TIRF] AGMs; Toronto, Canada; 2004 & 2007;
- **Mothers Against Drunk Driving** [MADD], Public Policy Institute, Atlanta GA; 2004;
- **Public Forum on Driver Education and Training**, National Transportation Safety Board [NTSB], Washington DC, 2003.

### **Experts on Film**

- Wren was professionally filmed giving a "demonstration, safety drive," with running commentary, during the making of a video for the corporate clients of Interactive Driving Systems [IDS], who work only in the psychological/attitudinal area of driver training and needed a driving expert for this project.

### **Other Recognitions**

- "**Best International Traffic Safety Website**" award, from the Canadian Assoc. of Road Safety Professionals [CARSP], in respect of [www.driveandstayalive.com](http://www.driveandstayalive.com), of which Wren is the editor
- By invitation from Volvo, drove their \$8.5 million "Safety Concept Car" [SCC], Manhattan NY, USA; 2002
- DSA has become the only organization in the Americas to be made a signatory of the **European Road Safety Charter**, in respect of the "Drive and Stay Alive" website's global coverage (a theme now operated on Linked-In – see above)

- Wren was awarded the recognition of “Fellow of Advanced Drivers of America” for his work in international traffic safety. This recognition was made by the previous president of ADA, prior to Wren’s own appointment to that position

**Media Articles / Quotes / Mentions** *(selected instances only; not a complete list)*

- New York Times (multiple)
- The Today Show (MSNBC)
- The Economist
- The Volvo Magazine (UK)
- Myth Busters !
- MSN Money
- The Jerusalem Post
- “Scoop” (New Zealand)
- The Royal Society for the Prevention of Accidents Advanced Drivers Association [RoADA]
- The Guild of Experienced Motorists [GEM]

**FOOTNOTES**

1. DSA is a 501(c)(3) not-for-profit organization.
2. In the UK, donor organs are generally transferred by road and not by air.
3. Because of the duration of their advanced driver training (which is by far the most extensive in the world), the location of their driver training (public roads, not closed circuits or private ground) and the remarkable 74-year period over which the methodology has been continually refined and developed, the UK traffic patrol (“highway patrol”) police are indisputably seen to be the most highly-trained *safe* drivers anywhere.
4. Cumbria Constabulary Motorcycle Squad, the forerunner of the UK’s national “BikeSafe” scheme