

Alison Smiley

President
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Dr. Alison Smiley is President of Human Factors North Inc., a Toronto-based human factors engineering consulting company. She holds an Honours B.Sc. (1970) in Applied Mathematics, and an M.A.Sc. (1972) and Ph.D. (1978) in Systems Design Engineering, specializing in Human Factors. She is an adjunct professor in the Department of Mechanical and Industrial Engineering at the University of Toronto and in the Department of Civil Engineering at Ryerson University. She is a fellow and past-president of the Association of Canadian Ergonomists, and was the founding chair of the Canadian College for the Certification of Professional Ergonomists (1998–2002). She is a member emeritus and past chair (1989–1996) of the U.S. Transportation Research Board (TRB) Committee AND10 on Vehicle User Characteristics, past Chair (1999–2001) of the TRB Group 3 Council on Operations, Safety and Maintenance of Transportation, and was a member of the TRB Committee advising the U.S. DOT on its Intelligent Vehicle Initiative research program. Recently, she has been appointed to a new TRB committee on Highway Safety Research. She is on the Editorial Board of the journal *Accident Analysis & Prevention* and is the 1997 recipient of the A.R. Lauer Safety Award given by the U.S. Human Factors and Ergonomics Society for outstanding contributions to the human factors aspects of highway safety.

Dr. Smiley has over 30 years experience in the measurement of human performance, specializing in traffic safety. She has conducted numerous large-scale experiments using laboratory tests, simulators and instrumented vehicles to look at the effects of alcohol and drugs, highway signing, and new technologies on driver performance, including a human factors and safety assessment of the distracting impact of video advertising on drivers.

She teaches courses on human factors and traffic safety to traffic engineers, highway designers and police accident reconstructionists across Canada and the U.S. She has acted as an expert witness in over 150 legal cases involving car, truck, pedestrian, boat and train accidents. On behalf of road authorities she has also investigated a number of high-accident sites to diagnose driver errors and determine appropriate engineering countermeasures.