Herb M. Simpson

President and CEO Traffic Injury Research Foundation

Dr. Herb Simpson is President and CEO of the Traffic Injury Research Foundation of Canada. He received his Ph.D. and undergraduate degrees in Psychology. He was a Clinical Psychologist in the Penitentiary service, an Assistant Professor of Psychology, and then Associate Professor of Psychology at several universities until 1975, when he joined the Traffic Injury Research Foundation.

His research expertise covers a wide range of traffic safety issues but his contributions to the areas of young drivers and alcohol, drugs and traffic safety have received international attention and acclaim and won him numerous awards. Herb has authored over 350 papers and reports in the traffic safety field, and is a consultant and advisor to governments and industry around the world. He serves on numerous national and international road safety committees and is an associate editor and referee for several journals.