

**Bryan Reimer, Ph.D.**, is a Research Scientist in the MIT Center for Transportation and Logistics and MIT AgeLab. Bryan's research seeks to develop theoretical and applied insight into driver behavior. His work aims to find solutions to the next generation of human factors challenges associated with driver attention management, distraction, automation and the use of advanced driver assistance systems to maximize mobility and safety. His work leverages laboratory experimentation, driving simulation, field testing, and naturalistic driving studies to develop a comprehensive understanding of how drivers respond to the increasing complexity of the modern operating environment. His work informs technology development, business strategy, and public policy. He is an author on over 250 technical contributions in transportation and related human factors areas and a graduate of the University of Rhode Island with a B.S. in Industrial Engineering, an M.S. in Manufacturing Engineering and a Ph.D. in Industrial and Manufacturing Engineering.