



## **William GOUSE**

**Director, Federal Program Development, SAE International**

Bill's experience is in the combination of passenger and freight surface transportation planning, energy, environmental, and safety research, product and process development, and legislative and regulatory policy for Federal, state, local and international entities. He has published articles and made presentations about emerging and developing technologies, operations, regulations, and enforcement for vehicles and impacts to the environment, energy efficiency and safety enhancements. He has several patents for both products and processes (one project displayed in the Smithsonian Institution). Bill has been working on intelligent vehicles, driver assistance and automated driving systems for passenger cars and commercial vehicles for over twenty years. While he was at Freightliner (the largest truck manufacturer in North America), he was the project manager for the world's first roll stability control system – the precursor to electronic stability control which is present on virtually every late model vehicle in the USA. He has several patents for both products and processes (one project displayed in the Smithsonian Institution). He studied mechanical engineering at Georgia Tech and has taken the executive master's program in transport emissions at the University of Leeds (UK). He is the head of the SAE International delegation to the UN ECOSOC, Co-Secretary of the United Nations ECE Informal Working Group for Validation Methods for Automated Driving, the US TAG CHAIR to ISO TC 22, and a member of the ISO TC 22 Strategic Advisory Group.