



Mark R. Rosekind, Ph.D. Associate Board Member and Survivor

Mark was born in San Francisco as a third generation San Franciscan. His father was Barry Rosekind, a San Francisco Police Department (SFPD) motorcycle officer killed in the line of duty in 1958 while pursuing a traffic violator. Following his father's death, the family moved to San Bruno, where he attended junior high school at Engvall and high school at Crestmoor. He earned his B.A. with honors from Stanford University, his M.S., M.Phil. and Ph.D. from Yale University, and, completed a postdoctoral fellowship at Brown University Medical School.

Mark is a passionate safety professional with more than 30 years of experience promoting innovations through science and leadership in complex environments. He is an internationally recognized expert on human fatigue and is credited with leading the field in innovative research and implementing programs in all modes of transportation. His work has been widely published, and his awards include the Lifetime Achievement Award from the National Sleep Foundation; the National Aeronautics and Space Administration (NASA) Exceptional Service Medal and six other NASA group/team awards; the Mark O. Hatfield Award for Public Policy from the American Academy of Sleep Medicine; two Flight Safety Foundation honors; and Fellow of the World Economic Forum in Davos, Switzerland.

Prior to his appointment with the National Transportation Safety Board (NTSB), Mark founded Alertness Solutions, a scientific consulting firm that specialized in fatigue management, and served as the company's first president and chief scientist. He previously directed the Fatigue Countermeasures Program at NASA's Ames Research Center and was chief of the Aviation Operations Branch in the Flight Management and Human Factors Division. He launched his professional career as the director of the Center for Human Sleep Research at the Stanford University Sleep Disorders and Research Center.

Before becoming the 15th Administrator of the National Highway Traffic Safety Administration (NHTSA), Mark was appointed by President Obama and served as the 40th member of the NTSB from 2010 to 2014. He was the on-scene board member for seven major transportation accidents and participated in almost 50 accident Board Meetings, along with numerous NTSB public events on diverse safety topics. He advanced the agency's advocacy goals on substance-impaired driving, fatigue, fire safety, and rail mass transit. Mark led significant transformation, instilling a proactive safety culture while driving both the Agency and automobile industry to be future-oriented. His initiatives included the development and issuance of the first-ever Federal Automated Vehicles Policy, the founding of the Road to Zero coalition to develop a 30-year plan to eliminate traffic fatalities, and aggressive oversight of safety in the automobile industry, including leading the Agency through the nation's largest product safety recall in U.S. history.

In April 2017, Mark joined the executive team of Zoox, Inc., as the Chief Safety Innovation Officer. He will lead efforts at Zoox to safely develop, test, and deploy autonomous vehicles.

When asked why he wanted to join the BALEAF Board, he stated, "With my mother having been the President of BALEAF for 10 years, there were many opportunities to support BALEAF over the years. It is a tremendous honor to now join the Board and support the BALEAF mission, and work with my mother for an organization that has meant so much to our family."

Mark has been married for 34 years, and has two grown kids. From a young age, he has loved magic and it has, and continues to be, a fun activity. He especially remembers levitating his wife in the air, "zig zagging" her at the S.F. Press Club when he and his wife were in college, and helping a friend do the first magic illusion in space!