
Bryan Reimer, PhD

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Bryan Reimer, Ph.D., is a Research Engineer in the Massachusetts Institute of Technology AgeLab and the Associate Director of the New England University Transportation Center. His research seeks to develop new models and methodologies to measure and understand human behavior in dynamic environments utilizing physiological signals, visual behavior monitoring, and overall performance measures.

Dr. Reimer leads a multidisciplinary team of researchers and students focused on understanding how drivers respond to the increasing complexity of the operating environment and on finding solutions to the next generation of human factors challenges associated with distracted driving, automation and other in-vehicle technologies. He directs work focused on how drivers across the lifespan are affected by in-vehicle interfaces, safety systems, portable technologies, different types and levels of cognitive load. This research also assesses the impact of medical impairments such as diabetes, cardiovascular disease, ADHD and autism.

Dr. Reimer is an author on over 75 peer reviewed journal and conference papers in transportation. Dr. Reimer is a graduate of the University of Rhode Island with a Ph.D. in Industrial and Manufacturing Engineering.