
Jeff Larason

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Jeff Larason is the Director of Highway Safety for the Massachusetts Executive Office of Public Safety Office of Grants and Research. Previously he was the President of Safe Roads Alliance. Prior to that, he was a Regional General Manager at SmartRoute Systems which provided traffic reporting data and services to state governments and media outlets. Larason was a Traffic Reporter for WCVB TV and many local radio stations as well.

Larason studied Mass Communications at the University of Denver – graduating in 1987.