

Jeff Farrah leads the Autonomous Vehicle Industry Association (AVIA) as its Executive Director. He serves as the principal spokesperson for AVIA, leads public policy advocacy for the autonomous vehicle industry, and runs the day-to-day operations of AVIA. Jeff is passionate about the promise of autonomous vehicles to deliver a world that is safer, cleaner, and provides greater mobility to those in need.

Before joining AVIA, Jeff served as General Counsel of the National Venture Capital Association (NVCA), where he championed public policy to support the American entrepreneurial ecosystem and managed legal and operational aspects of the association. During Jeff's tenure, NVCA prevailed in several key policy campaigns for venture investors and VC-backed companies.

Prior to NVCA, Jeff was Counsel to the U.S. Senate Committee on Commerce, Science, and Transportation where he advised then-Chairman John Thune (now Senate Minority Whip) and members of the committee on technology, telecommunications, and Internet policy. Previously, Jeff served as General Counsel to U.S. Senator Scott Brown, advising on a range of policy and legal matters. During the 2012 presidential election, Jeff was a member of Senator Romney's Trade Policy Advisory Committee. Before his Senate career, Jeff was an attorney at a leading Washington, DC law firm for international trade matters.

A native of southern California, Jeff earned his Bachelor of Arts degree in Political Science from the University of California, Santa Barbara and his Juris Doctor from Seattle University School of Law. Jeff was a Visiting Student at Georgetown University Law Center.