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Greg Brannon
Director, Automotive Engineering



In his role as the Director of Automotive Engineering and Industry Relations for AAA, Greg Brannon oversees all automotive research and testing for the association. Past research projects, designed to inform and educate consumers, include advance driver assistance systems, autonomous vehicles, advanced headlight technology, electric vehicles and evaluations of fuel quality and octane ratings. Greg's key focus is building AAA's technical expertise on emerging automotive issues to serve the association's 56 million members.

Greg regularly serves as a AAA expert on automotive technology and is frequently featured in the national media, including the Associated Press, New York Times, Wall Street Journal, USA Today, Car and Driver, Automotive News and NPR. Leading AAA's automotive industry relations, Greg has also been a featured speaker at National Transportation Safety Board and National Safety Council events, and fosters AAA's relationships with the Insurance Institute for Highway Safety, the Society of Automotive Engineers, the Center for Automotive Research, automakers, tier-one suppliers and other industry stakeholder groups. He also regularly provides guidance to the automotive and safety industries, assisting in the development of test plans and industry standards.

Greg began his 25-year tenure at AAA as an emergency roadside service counselor and, throughout his career, has held positions within Market Research, Strategy and Plans, Member Relations and Business Markets, where he worked with OEMs including Lexus, Volkswagen/Audi, Porsche and BMW.

Outside of work, Greg is an active drag racer and, as a previously nationally-ranked sports car racer, serves as a National Hot Rod Association Sportsman Race Advisory Councilmember. Greg is a seasoned automotive enthusiast, having held multiple ASE certifications, and is an avid Volkswagen fan, frequently seen under the hood of his 1958 Volkswagen Beetle or on the trails with his hand-fabricated sand rail.

Greg holds a B.S. in Business Management and a MBA from the University of Central Florida.