



**FOR IMMEDIATE RELEASE:**

## **Smart Start Elevates Government Affairs Leadership with Promotion of Debra Coffey to Chief Government Affairs Officer**

GRAPEVINE, TEXAS (November 1, 2023) – Smart Start, a global leader in alcohol monitoring services and technologies, is pleased to announce the promotion of Debra Coffey to the position of Chief Government Affairs Officer. This strategic move underscores the company's commitment to bolstering its government relations and advocacy efforts in the ongoing battle against impaired driving.

Coffey's promotion was announced by Matt Strausz, Smart Start's Chief Executive Officer (CEO) on October 26, 2023. Coffey will continue to work alongside Brandy Nannini, Smart Start's Vice President of Government Affairs, to continue the company's commitment to ongoing outreach and partnership with stakeholders worldwide.



Debra, who has been with Smart Start for 25 years, has played a pivotal role in the company's journey. She served as the Director of Marketing, where she led the launch of several innovative capabilities, including the addition of a camera feature that helped answer monitoring authorities' requirements to know who took the IID test to reduce device circumvention. Additionally, Debra was instrumental in the launch of Smart Start's original portable alcohol monitoring device, known as the IN-HOM™, which paved the way for the development of today's Smart Start portable alcohol monitoring device, the SmartMobile Insight™.

Coffey is currently responsible for driving Smart Start's government and special interest initiatives and focusing on the company's legislative efforts in state government and Congress. Additionally, she is responsible for maintaining the lines of communication between Smart Start and Judicial, Court-related, DMV authorities, and Public Safety advocates. She keeps these audiences informed about the application and benefits of Smart Start's Ignition Interlock Program, helping to ensure its successful adoption. Coffey is often a presenter across the U.S. on Ignition Interlock topics and is considered a knowledgeable speaker and credible representative in the field of Ignition Interlocks.

"Debra has a deep understanding of government affairs and a proven track record of success in building relationships with government officials and advocating for Smart Start's interests. I am confident Debra will continue to lead our government affairs team to new heights and help us achieve our goals," said Matt Strausz, Smart Start CEO.

"At Smart Start, we are committed to saving lives by implementing alcohol monitoring technology to prevent drinking and driving. We believe that government relations are essential to achieving this goal. We work closely with government officials at all levels to educate them about our technology and to advocate for policies that will make our roads safer. We are grateful for the support of government officials who share our commitment to preventing drunk driving. We will continue to work with them to develop and implement policies that will save lives," added Strausz.

When asked what led her to join Smart Start 25 years ago, Debra Coffey shared, "I worked in the court system for over 20 years as a court administrator and became familiar with Ignition Interlock technology." Coffey continued, "I believed in the mission to help people. Here we finally had technology that could save lives and make a difference in our communities. I felt a calling to have a career in an industry that made an impact on people in our community."

Coffey is committed to helping Smart Start's clients have successful experiences. "It is always very rewarding to hear stories from our customers. Since the very beginning, when I joined Smart Start, I always have felt like our customers are the heart of our organization," Coffey said. "I'm looking forward to continuing to shape the business of saving lives and share information about this lifesaving technology with as many audiences as possible."

### **About Smart Start**

Based in the Dallas suburb of Grapevine, Texas, 1A Smart Start LLC is the acknowledged leader in alcohol monitoring nationally and worldwide with our advanced alcohol breath-testing technology. Smart Start's Ignition Interlock is a convenient, discreet solution for impaired driving offenders. At the same time, SmartMobile™, BreathCheck™, and ORBIS™ portable alcohol monitoring devices provide the greatest benefit at the lowest cost to users and monitoring authorities. Our SmartWeb™ online platform offers quick reporting and analysis for easy caseload management. Smart Start is Setting the Standard in Alcohol Monitoring Technology® with thousands of service locations across the U.S. and internationally, and a 24/7/365 multilingual Customer Care Center. For more information, visit [smartstartinc.com](https://smartstartinc.com).

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