

## William V. Mars – Founder and President, Endurica LLC

### *The whole scoop:*

Dr. Will Mars is an international leader in the failure mechanics of rubber. He is the founder and president of Endurica LLC, and the firm's products are now in use by seven of the top nine global rubber part suppliers to manage durability. He is the author of the Endurica fatigue life solver, the world's best-validated fatigue life simulation system for elastomers. Dr. Mars' career focuses on applying experimental and computational mechanics in pursuit of better-performing rubber products and he has three decades of experience developing testing and simulation methods in the rubber industry. Dr. Mars earned his Honors BSME with Polymer Specialization at the University of Akron, and his MS and Ph.D. degrees at the University of Toledo. He has received several awards for his scientific contributions and innovations including the 2022 Herzlich Medal for outstanding impact and innovation in the tire industry, the 2020 Tibbett's Award from the Small Business Administration of the United States for excellence in creating cutting-edge technologies, the 2017 Rubber Division ACS Arnold Smith Special Service Award, the 2007 Sparks Thomas award of ACS Rubber Division, and the 1999 Henry Fuchs award of the SAE Fatigue Design & Evaluation committee. Dr. Mars served as the chief editor of *Rubber Chemistry and Technology* for 10 years and is a former editor of *Tire Science and Technology* as well. He has over 60 peer-reviewed scientific publications and four patents in the area of elastomer durability.



### *The short story:*

Dr. Will Mars founded Endurica LLC in 2008 to give product developers a simple and accurate workflow for analyzing the durability of elastomer products. Seven of the top nine global rubber product companies are using Endurica solutions today. Dr. Mars has received several awards for his scientific contributions and innovations. He has 60+ peer-reviewed publications, holds four patents in the area of elastomer durability and is the past editor of two scientific journals.

