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Tom Ebbott to Join Endurica as Vice President

Dr. Thomas G. Ebbott will join Endurica LLC in the role of Vice President on December 1, 2022. Dr. Ebbott will be responsible for go-to-market and growth strategy for the automotive business segment, with special focus on automotive OEMs. He brings 35 years of leadership and technical experience from his career in the tire industry.

“The wealth of experience and capability that Tom brings to our team strengthens our capacity to bring our customers winning solutions for managing elastomer product durability,” notes Dr. William V. Mars, President and Founder of Endurica, LLC. “The importance of simulation across the global supply chain is expanding rapidly, and Tom knows how to drive and scale business value with simulation. He brings a deep technical background in enterprise scale computing, fracture mechanics and finite element analysis, as well as experience with our fatigue solvers. Tom did some of the earliest work applying fracture mechanics to tire analysis, and his work has had a big influence in the industry. We are excited to welcome him to our team.”

Tom received his Ph.D. from the University of Wisconsin where his research focused on viscoelasticity and fracture mechanics in polymers. He entered the tire industry immediately after completing his Ph.D. and has held various technical and leadership positions including a two-year assignment in Europe. Tom has actively contributed to the industry’s technical literature and has presented at various speaking engagements concerning modeling for rubber fatigue, tire durability, rolling resistance, and composite materials. He has also been a major contributor to various technical partnerships and cooperative research with Sandia National Laboratories.



About Endurica LLC

[Endurica](http://www.endurica.com) provides the world’s most comprehensive tools and workflows for fatigue analysis of elastomers. Clients include 13 of the top 20 global rubber product producers. Endurica solutions include [simulation software](#), [material characterization services](#), [testing instruments](#), and [training](#) to answer your key question: “How Long Will It Last?” The company was founded in 2008 and received the [2020 Tibbetts Award](#) for cutting-edge technology from the [U.S. Small Business Administration](#).

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