

News Release



September 19, 2025

**Endurica Founder William V. Mars, Ph.D., P.E.
Honored by The University of Toledo with MEANES Award**

Findlay, Ohio, USA – Endurica, the developer and provider of the world’s most comprehensive CAE workflows for fatigue analysis of elastomers, is pleased to announce that our founder, William V. Mars, Ph.D., P.E., has been honored by The University of Toledo with their Mechanical Engineering Alumni Network of Experts and Scholars (MEANES) Award.

The Mechanical Engineering Alumni Network of Experts and Scholars (MEANES) is an honorary society open to graduates and friends of the MIME Department at the University of Toledo who have made significant accomplishments in their careers. This includes alumni from the University’s undergraduate and graduate programs in both Mechanical and Industrial Engineering as well as *friends* who have contributed greatly to the MIME Department. MEANES also promotes greater interaction among alumni, faculty, and students.

“The company that I started is founded on the work that I did at The University of Toledo,” noted Dr. Mars upon acceptance of the award. “I could have done research work forever in a corporate career but a few years after finishing my Ph.D. a unique opportunity presented itself. I was faced with a chance to seek ways to use the knowledge I’d gained at UT to solve big problems people have with the knowledge I had. I jumped into the unknown, founding Endurica with my wife’s full support, knowing if I didn’t do it then, I never would. That was 17 years ago and today Endurica’s solutions are used by more than half of the world’s top rubber producing companies. My kids make fun of me because I’m always stopping to look at tires and such but it’s a source of great pride having contributed to how long all these parts last and knowing we’ve made an impact on the durability of rubber.”

Will continued with special thanks to his Ph.D. advisor, Dr. Ali Fatimi, co-author of the Mars-Fatimi Law of Durability. “As a Ph.D. student I felt over-worked and pushed, but looking back we did something really excellent. He held me to very high standards and drew out of me capabilities that I really didn’t know I had.”

The 2025 MEANES class includes:

- Dr. GK Ananthasuresh – Professor, Indian Institute of Technology
- Mr. John Cooke – Senior Director of Contracts, GE Aerospace
- Dr. Bertie Greer – Dean, University of Massachusetts, Lowell
- Mr. Mani Krishnamurthi – Director, Waymo / Google Corporation
- Dr. William Mars – Founder and President, Endurica LLC
- Ms. Susanne Reber – Landing Gear Director, Collins Aerospace
- Mr. Kevin Swint – Vice President and General Manager, Tenneco Corporation

About Endurica LLC

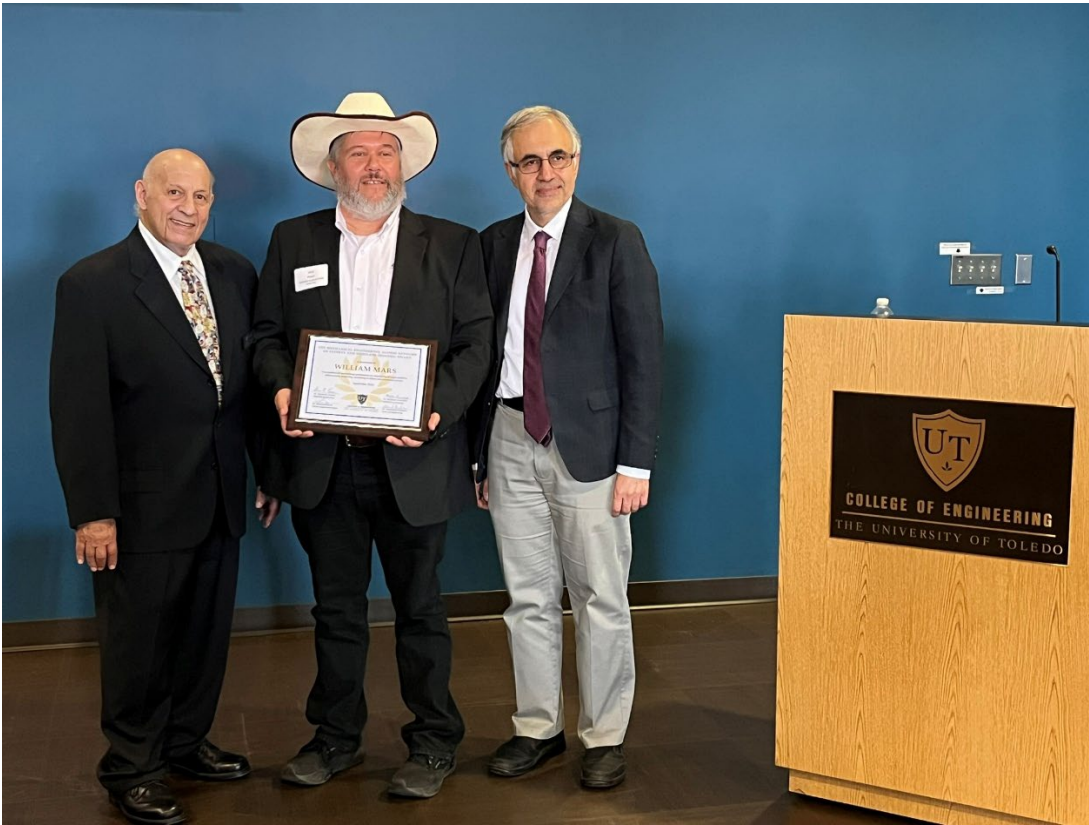
[Endurica](#) provides the world’s best-validated fatigue life simulation system for elastomers and our workflows get rubber products to market faster. Endurica solutions are used to deliver durability across the rubber supply chain and include [simulation software](#), [material characterization](#) services, [testing instruments](#), and [training](#). Endurica LLC was founded in 2008 and received the [2020 Tibbetts Award](#) for cutting-edge technology from the U.S. Small Business Administration.

For questions on this release, please contact Pauline Glaza, marketing manager, Endurica at pwglaza@endurica.com

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From Left, Steven Kramer, Ph.D. MEANES Co-Director; William V. Mars, Ph.D., P.E., Founder and President of Endurica; Mohammed Elahinia, Dean of The College of Engineering, The University of Toledo



From Left: Shirley and Bill Mars (Will's parents); Linda Mars (Will's wife), Will Mars