

FOR IMMEDIATE RELEASE

Contact: Pauline W. Glaza, Marketing Manager | Call +1.419.957.0543-Ext. 705 | pwglaza@endurica.com

Endurica Welcomes Joe Doherty to the Team

Joe Doherty joins Endurica as Director of Sales and Customer Success. Joe brings more than 20 years of software, business solutions, services, and technology sales to the Endurica team. He has been responsible

A professional headshot of Joe Doherty, a middle-aged man with short brown hair, wearing a dark suit jacket, a light-colored button-down shirt, and a patterned tie. He is smiling and looking directly at the camera.

for global growth of Fortune 500 customers, taking on a trusted advisor role for many enroute to earning multiple sales awards. Most recently, Joe was a Senior Client Executive with Dassault Systemes, moving through their ranks in progressively expanding roles after their acquisition of MatrixOne in 2006. He joined MatrixOne in 2000 and was a key contributor to the 500%+ expansion of their client base. Joe began his professional career as an Applications Engineer with Freudenberg-NOK, supporting sales and Kaizen activities with OEM management and Freudenberg-NOK's quality, manufacturing, and engineering to proactively reduce costs and improve product quality. He earned his Master of Science, Manufacturing Management from Kettering University and his Bachelor of Science, Civil Environmental Engineering from The University of Michigan. He is currently serving as the Chairman of Powers Catholic High School Board of Trustees and is a founding member of 100MEN Club Detroit, contributing to the impact of over 30 local charities.

"As Endurica's offerings continue to expand, this is the perfect time to welcome Joe to our team," notes Dr. William V. Mars, President and Founder of Endurica, LLC. "Our goal to empower even more customers and partners with winning solutions for managing elastomer product durability is sure to

be accomplished with Joe's leadership. His experience scaling business value with simulation, combined with his engineering background, enable him to hit the ground running. He brings deep understanding of enterprise scale simulation efforts and sales processes."

About Endurica LLC

[Endurica](#) provides accurate, complete and scalable rubber fatigue analysis tools: simulation software, materials characterization, CAE services, testing instruments and training. Together with their sister firm, Endurica Europe SARL, the company helps rubber producers and tire companies to answer the key question 'how long will it last?' before the first prototype. Endurica's products and services are used by leading firms around the world to manage durability. The company was founded in 2008 and received the prestigious [Tibbets Award for cutting-edge technology from the U.S. Small Business Administration](#).

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