

# Featured Expert:

*G. Fred Willard, Ph.D.*

## PROFESSIONAL HIGHLIGHTS

Dr. Willard's areas of expertise include polymer testing, polymer processing, polymer characterization, paints and coatings analysis, failure analysis, formulation development, contaminant analysis, material characterization, and problem-solving for a variety of industries and products.

Dr. Willard has been involved in technical product development at all levels and has years of experience analyzing and resolving technical issues. While at GE Plastics and GE Specialty Chemicals, he supervised new product development projects and was responsible for identifying and resolving problems in both the lab and in the field.

While at the small start up company, Frontier Valley Associates/Sustainable Technologies Corp., he served as CEO and was responsible for developing and marketing novel absorbent materials. During his tenure, Dr. Willard gained a practical knowledge of intellectual property regulations and their impact on day-to-day business.

Dr. Willard joined Chemir in 1996 to manage the Materials Sciences Division. He was responsible for managing a wide variety of analytical projects dealing with material failure and contamination. Additionally, he was responsible for defending his group's analytical work in both depositions and in the courtroom.

Currently, Dr. Willard is Vice President of Technology of CAS-MI Laboratories, Chemir's Michigan facility, which specializes in material analysis including paints, coatings and polymers. He has a leading role in both CAS-MI and Chemir's litigation support services. Dr. Willard has participated in numerous litigation support activities including the design and preparation of investigative studies to providing expert testimony both in deposition and in the courtroom.

## EDUCATION

Ph.D. in Organic Chemistry  
Georgia Institute of Technology, Atlanta, GA

B.S. in Chemistry  
Marshall University, Huntington, WV

## AFFILIATIONS

American Chemical Society  
Federation of Societies for Coatings Technology  
Society of Plastics Engineers  
Society for Protective Coatings

