

Brad Herschler

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EDUCATION

University of Illinois at Urbana Champaign, IL August 2010
M.S. Mechanical Engineering
B.S. Mechanical Engineering; Tau Beta Pi, Engineering Honor Society

EXPERIENCE

GE Appliances, a Haier Company, Louisville, KY 2016-Present
Principal Design Engineer – Product Cost Take Out and Cost of Quality

- Technical Expert for plastic applications in home laundry appliances.
- Lead cross functional efforts to generate and execute cost-out ideas, and align business strategy in this area.
- Go-to technical resource for plastic resin initiatives in the business, for cost-out strategy and risk mitigation.
- Instructor for education in plastic material selection and co-author of related plastic design guides.

Senior Design Engineer – Product Cost Take Out and Cost of Quality

- Subject matter expert for plastic testing, analysis, and part qualification in product line for clothes washers and dryers.
- Drive plastic part and electrical component technical road mapping while collaborating cross functionally between multiple business functions to implement project changes in the manufacturing plant.
- Developed a plastic material selection and design guide specification for the laundry product line new product introduction teams.
- Conduct mechanical and chemical analysis of plastic materials and components to validate adherence to application requirements.
- Head root cause analyses for early life test failures and guide project team to resolutions to meet business specifications.

Lead Design Engineer – Product Cost Take Out

- Project manager for manufacturing process improvements, material cost optimization opportunities for washers and dryers
- Qualified new polypropylene plastic tub resin material and led a cross functional implementation effort between Plastics, Quality, Manufacturing, and Operations teams to coordinate transition between old and new tub resins and modifying tooling presses while minimizing impact to production. Estimated cost savings of \$1.9MM per year.
- Collaborated with multiple business functions to insource a steel blanking process for cost reduction. Negotiated with business management to fund additional resources to maximize insourcing yield. Estimated cost savings of \$1.1MM per year.

NPI Program Manager

- Led development and implementation of new clothes dryer program including steam subsystem, pedestal, Wi-Fi commissioning capability, and performance improvements.
- Evaluated design analysis to ensure compliance with technical requirements while maintaining business timing objectives.

GE Appliances, Louisville, KY 2010-16
Structural Design Engineer - Dryers

- Design engineer for appliances, supporting current production clothes dryers and laundry centers: optimizing for cost out, quality, safety, reliability, manufacturability, and serviceability.
- Managed the technical qualification and transition of a 1MM EAU dryer motor from a new supplier to support both current production and service.

Department of Mechanical Science and Engineering at University of Illinois, Urbana, IL 2009-10
Graduate Research Assistant

- Investigated effects of porosity and tissue ingrowth on the strength of PMMA/hydroxyapatite composite bone implants.
- Performed and coordinated compression tests to evaluate the mechanical strength of scaffolds before and after implantation.

PATENTS & PUBLICATIONS

- Washing machine appliance having a retractable agitation element. US 502865US01 · Filed Feb 17, 2021
- Dryer Appliance and Sensor Assembly Thereof. US 20180112349 · Issued Apr 26, 2018
- Dryer appliance with slide bearing assemblies including wear detection features. US 20210017694 · Issued Apr 27, 2021
- Wagoner Johnson, A.J., Herschler, B., (2011). A review of the mechanical behavior of CaP and CaP/polymer composites for applications in bone replacement and repair. Acta Biomaterialia, 7(1):16-30.

VOLUNTEERING

- Louisville Bicycle Club captain – 2024-2025
- Co-Leader of GE Appliances employee resource group – 2023-2025
- Co-chair of GE Appliances employee resource group wellness committee – 2021-2022
- Leader of GE Appliances National Engineer's Week ceremony, patent awards, and company fall picnic – 2015-2022
- Leader of GE Appliances cycling team and fundraiser – 2019-2022