



Department of Engineering
Seminar Program
Wednesday, November 20, 2013
Shanahan Teaching and Learning Center
Lecture Hall 1430, 4:15pm

“Development of the Schick Hydro – an example of the new product development cycle”
Gordon G. Krauss, *Harvey Mudd College*

Summary:

Design and development of new products can have a lasting influence on the success of a company. The development of a new personal care product, the Hydro razor system, is used to illustrate this process. Influences of corporate culture, design methodology, testing and validation, and business impact will be discussed.

Biography:

Gordon G. Krauss was a staff scientist at Schick – Wilkinson Sword in Milford, Connecticut from 2001 to 2009 where he invented and developed the lubricating strip on the Hydro and contributed to the design and development of the Hydro and several other systems. Prior to working at Schick, Dr. Krauss worked at Micromet instruments in Bedford, Massachusetts and the Ford Research Labs in Dearborn, Michigan. After Working at Schick, Dr. Krauss taught in the Mechanical Engineering Department of the University of Michigan in Ann Arbor, Michigan. He is active in the Society of Tribologists and Lubrication Engineers Tribotesting subcommittee. He earned a Bachelor of Science degree from Haverford College and a Master of Science in Aerospace Engineering and a Doctor of Philosophy in Mechanical Engineering from Boston University.