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## **SETH ORSBORN NAMED DIRECTOR OF DEASON INNOVATION GYM**

DALLAS (SMU) – [The Lyle School of Engineering](#) is pleased to announce the appointment of Seth Orsborn as research professor and director of the Deason Innovation Gym (DIG), a 24/7 makerspace within Lyle. In this role, he will oversee the DIG’s mission as a collaborative center for maker education, and brainstorming and prototyping within the context of innovation and entrepreneurship. Orsborn brings a wealth of academic and industry experience in marketing strategy, design theory and methodology, as well as interdisciplinary product development expertise to this role.

“Seth’s expertise in product design and innovation will boost entrepreneurial activities on campus,” said Duncan MacFarlane, associate dean for Engineering Entrepreneurship, Bobby B. Lyle Centennial Chair in Engineering Entrepreneurship and professor of Electrical and Computer Engineering. “He will expand engineering outreach to make the DIG inclusive to all SMU stakeholders to learn the engineering behind invention.”

Orsborn’s career includes both academic and industry pursuits in the product design and innovation field. He started his career at Missouri University of Science and Technology as an assistant professor of Interdisciplinary and Mechanical Engineering, with a classroom set up as a product dissection lab and design space. Following his role at Missouri University of Science and Technology, Orsborn was an assistant professor at Bucknell University, where he helped create a unique undergraduate business program called Markets, Innovation and Design with a required product studio course. In his eight years at Bucknell, he served as a founding faculty and active member of the makerspace, and recruited more than 50 industry sponsorship clients for student design projects. In addition, he managed and consulted with the annual student entrepreneurship competition.

Orsborn came to SMU from Toyota Motor North America, where he was a senior consumer insights analyst for Lexus and a senior strategist for Toyota and Lexus product portfolios. He has also worked as a brand and marketing strategy consultant for companies such as Medtrics Lab, Vargo Outdoors and Navistar International Truck and Engine.

Simultaneous with his academic career, Orsborn served as the founder and director of Qualitative Design Research Group, where he established a program to create innovative methods and tools for analytical consumer preference modeling and invented continuous visual conjoint analysis. During this time, he managed a team of 14 research assistants, which produced 25 publications and 22 professional presentations.

As a member of the American Society for Mechanical Engineers, Orsborn served on the ASME Design Theory and Methodology Executive Committee. He is also a member of the Industrial Designers Society of America and the Society of Automotive Engineers.

Orsborn earned his B.S. in Mechanical Engineering from the University at Buffalo in 2003; his M.S. and Ph.D. in Mechanical Engineering from Carnegie Mellon University in 2005 and 2007, respectively. He is expected to earn an MBA in Marketing and Innovation Strategy from the University of Texas at Dallas in 2020.

## **About SMU**

*SMU is the nationally ranked global research university in the dynamic city of Dallas. SMU's alumni, faculty and nearly 12,000 students in seven degree-granting schools demonstrate an entrepreneurial spirit as they lead change in their professions, community and the world.*

## **About the Bobby B. Lyle School of Engineering**

*SMU's Bobby B. Lyle School of Engineering, founded in 1925, is one of the oldest engineering schools in the Southwest. The school offers eight undergraduate and 29 graduate programs, including master's and doctoral degrees, through the departments of Civil and Environmental Engineering; Computer Science and Engineering; Electrical Engineering; Engineering Management, Information, and Systems; and Mechanical Engineering. Lyle students participate in programs in the unique Deason Innovation Gym, providing the tools and space to work on immersion design projects and competitions to accelerate leadership development and the framework for innovation; the Hart Center for Engineering Leadership, helping students develop nontechnical skills to prepare them for leadership in diverse technical fields; the Caruth Institute for Engineering Education, developing new methodologies for incorporating engineering education into K-12 schools; and the Hunter and Stephanie Hunt Institute for Engineering and Humanity, combining technological innovation with business expertise to address global poverty.*

## **About the Deason Innovation Gym**

The Deason Innovation Gym (DIG) is a student-centered makerspace open to all SMU students, faculty, staff, and alumni, located in Caruth Hall at the Lyle School of Engineering. The DIG is designed to change engineering education through hands-on learning. Best described as a facility combining a design studio, machine shop, and a garage, the DIG provides engineering students, as well as those in other SMU disciplines, the tools and space to work together on immersion design projects and competitions to accelerate leadership development and the framework for innovation.