



R. ANDREW HURLEY, PhD

Dr. Andrew Hurley is an Associate Professor of Packaging Science at Clemson University. He coordinates the packaging design curriculum, manages an internationally recognized consumer behavior research lab, and has delivered over 100 presentations on package design globally.

Andrew's research lab answers complex questions on product marketing and packaging. His experienced group has tested thousands of packages for hundreds of brands. Hurley's efforts have resulted in multiple awards, patents, and increased sales by 40% for small and large businesses. The success of his lab catalyzed the formation of Package InSight, a full service package design and testing company in Greenville, SC.

Andrew is also the lead instructor for Clemson University's Center for Corporate Learning's Certificate of Mastery in Packaging Management, a state-of-the-art online curriculum that teaches the necessary business acumen and professional vocabulary to work successfully within the packaging industry.

IN-PERSON TOPICS/WORKSHOPS INCLUDE

- Biometric Research for Packaging Design: Eye Tracking
- Human Factors of Design
- Paperboard Structural Design
- Corrugated Design Strategies
- Brainstorming and Ideation Selection
- Tricks of the Trade for the Packaging Artist
- **Additionally, any course at PackagingSchool.com can be translated to an in-person training.**



If you would like to experience in-person training with Dr. Andrew Hurley, contact us today!

Info@PackagingSchool.com or (864)412-5000

“

With teaching and research focused primarily on new product and package development, I want to help you bring big ideas to your organization and to market.

Dr. Andrew Hurley

Professor, Researcher, Inventor and Entrepreneur

