

Mark Ryan is the Market and Product Manager for the Shepherd Color Company where he has worked since 1999. Mark is responsible for market and product development for key technologies such as IR reflective pigments and Shepherd Color's highly-durable and heat-stable standard pigments. Mark has presented and been published around the world on the use of these problem-solving pigments for paints, coatings, plastics and other materials. He has been quoted in Bloomberg and the Harvard Business Review and he was profiled by the Cooper Hewitt Smithsonian Design Museum. Mark has twice won the SPE-CAD RETEC Best Paper Award. He has been involved in high performance materials for almost 30 years and has a bachelor's degree in chemistry from Saint Louis University and an MBA from the University of Missouri at St. Louis. He is a SPE-CAD Board Member. His favorite color is blue.