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- Has been at Clemson since 2008
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Dr. Hurley teaches product design and package development courses at Clemson, and is a Fellow at the Spiro Institute of Entrepreneurial Leadership. His research program uses biometric sensors to understand how design impacts human behavior. Dr. Hurley leads a research group comprised of undergraduates, Master students and PhD technologists who create new entrepreneurial ventures.

Visit Dr. Hurley's [faculty page](#).



The mission of the Sonoco FRESH initiative is to develop innovative solutions by engaging the collective intellectual capital and purposeful collaboration of experts from academia, industry and thought leaders across the entire food value chain.