



Dr. Harald Schmid, ZwickRoell GmbH & Co. KG

After the high-school diplom, Dr. Harald Schmid joined the Karlsruhe Institute of Technology KIT in mechanical engineering for the bachelor's and master's degree until 2016.

During this studies, he completed two six-month internships abroad in the USA at TRUMPF Inc. Machine Tools and in China at BBA – BMW Brilliance Automotive Ltd.

After completing his studies, Dr. Schmid started as a research assistant at the Institute of Manufacturing Technology at the FAU (Friedrich-Alexander-University) Erlangen-Nuremberg in the research group Materials Characterization and Modeling with the additional focus on sheet metal forming and tribology at Prof. Merklein. There he worked on application-oriented research projects in forming technology in cooperation with industry.

His research work was finished with his doctorate on the process of understanding deep-drawing processes with drawbeads on the basis of mechanical and tribological analyses.

Since 2023, Dr. Schmid works at ZwickRoell, where he is Global Industry Manager for metal. In this position, he is responsible for market observation, product development and various sales support tasks.