

Timothy P. Rhoades, Ph.D., P.E., CPE

Senior Consultant



Dr. Rhoades is a Senior Consultant and founder of Applied Safety and Ergonomics, Inc, also serving as adjunct professor at the University of Michigan teaching product and occupational safety management. His research, design, and consulting interests include occupational and consumer safety, product use behaviors, warnings, vehicle visibility, and human movement. He currently serves on the ANSI Z535.6 Subcommittee on Product Safety Information in Product Manuals, Instructions, and Other Collateral Materials. Dr. Rhoades has served as a member of several consensus standards committees involved with vehicle visibility, biomechanics, and other issues, and he served in a standards management role as a member of the Standards Development

Committee of the American Society of Safety Engineers. Dr. Rhoades is also a member of various professional societies, including the Human Factors and Ergonomics Society, the Society of Automotive Engineers, and the Institute of Industrial Engineers.

Company Overview

Applied Safety and Ergonomics, Inc. provides a wide range of consulting services related to human factors engineering/ergonomics, product and occupational safety, and warnings and instructions, including:

- Warnings design, evaluation, and research
- Human factors engineering, ergonomics, and usability
- Consumer and recreational product safety
- Industrial, construction, and occupational safety
- Transportation safety and occupant protection issues
- Human error and decision making
- Human movement, climbing, and stability
- Human performance and risk perception
- Occupational biomechanics
- Accident reconstruction
- Standards and regulatory analysis
- Occupational safety management and program assessment
- Machine guarding and hazardous energy control (Lockout/Tagout)
- Fire prevention management
- Forensic time study
- Material handling and construction safety
- Chemical hazard and risk communication

Since 1994, ASE has served an international clientele that includes a wide variety of corporations, law firms, and organizations.

APPLIED SAFETY + ERGONOMICS, INC.
3909 RESEARCH PARK DRIVE
SUITE 300
ANN ARBOR, MICHIGAN 48108

T: 734.994.9400

F: 734.994.9494

E: TRHOADES@APPLIEDSAFETY.COM

APPLIED SAFETY
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WWW.APPLIEDSAFETY.COM

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