

Biographical Information



William M. Seiderman
Commercial Manager
Automotive Glass Solutions, Interiors
Emerging Innovations Group

Bill Seiderman was named Commercial Manager for Automotive Glass Solutions, Interiors in August 2014. In this role, he is responsible for leading commercial execution activities for the program which targets commercialization of Corning® Gorilla® Glass in the automotive interior market.

Prior to this role, Seiderman joined Corning's Emerging Innovations Group with a focus on new Gorilla Glass commercialization activities in 2010.

Seiderman began his career at Corning in 1995 with the Telecommunications Sector and held various commercial roles including application engineering, sales engineering, and world wide account management for a period of 10 years.

In 2005, Seiderman joined Corning's Science and Technology organization within the Strategic Growth group where his contributions included government research contracts and managing collaborative research partnerships. In 2008, Seiderman became a member of the Advanced-Flow Reactor program where he was responsible for marketing and new business development for Corning's new product area of continuous flow chemical processing.

Seiderman holds a bachelor's degree in physics and modern optics from San Diego State University. He has three publications in journals and conference proceedings and one U.S. patent.