

# 2026 HILLIARD DISTINGUISHED LECTURE IN HUMAN PERFORMANCE



## Reuben F. Burch V, PHD

Vice Provost for Research  
Professor of Engineering  
Texas Christian University

***Meeting a Bull on a Plane: A personal journey from basic engineer to perceived human performance expert.***

**Friday, April 10, 2026**

**1:00 pm – 2:00 pm**

**Hilderbrand Equine Center  
3240 F&B Road  
College Station, TX. 77843**



The 2026 Hilliard Distinguished Lecture in Human Performance sponsored by the Huffines Institute features Reuben F. Burch, PhD. Dr. Burch is an entrepreneurial-minded executive research administrator with extensive leadership experience in both higher education and industry. He has a career of accomplishments in research funding, interdisciplinary research collaborations, and building research capacity at an R1 institution.

He has extensive experience in fostering collaborations, securing competitive funding, and managing research priorities and infrastructure. His academic career includes building successful programs from the ground up, fostering a culture of innovation, and bringing together expertise from various fields to address complex problems and develop comprehensively applied solutions.

*Preregistration is Required.*

For more information, please contact  
June Weston at [jweston9@tamu.edu](mailto:jweston9@tamu.edu)  
[huffines-institute.tamu.edu](http://huffines-institute.tamu.edu)

To Register

