

After many years in the steel industry developing and promoting applications for automotive advanced high strength steels, Dr. Blake Zuidema joined Novelis Corporation in 2018 as Director, Technical Development in Novelis' Novi, Michigan facility. In his present role, Dr. Zuidema and his team are responsible for the commercialization of new automotive sheet aluminum grades, demonstrating the value of these new grades in automotive applications, assisting customers co-engineer them into new vehicles, and assisting automotive customers with new vehicle launches and serial production problem solving. He holds Bachelor, Master's, and Doctorate degrees in Materials and Metallurgical Engineering from the University of Michigan. Dr. Zuidema resides in Farmington Hills, Michigan where he enjoys boating in the summer and skiing in the winter.