

Michael Bull is a former Alcan/Novelis employee with 36 years of experience, who now consults. Many of those 30+ years were dedicated to alloy development, largely focused on the automotive market worldwide. Mike has worked with many of the well-known OEMs and Tier 1 suppliers in NA, Japan and Europe, resulting in the development of many of the alloys currently in use by the automotive marketplace. Commercial alloy development always sits at the center of: understanding what the customer needs/wants are (and they tend to somewhat customer specific), what the producing plant and associated supply chain are capable of manufacturing, and the underlying metallurgical principles. These 3 somewhat competing requirements will be discussed in the context of the current automotive marketplace.