

Stanford Ovshinsky

President, Ovshinsky Innovation LLC

WOW FACTOR

The holder of more than 400 patents, Ovshinsky's work is imbedded in the foundations of many industries, particularly environmentally friendly technologies of the electronics age: computer memory, computer laptops, digital cameras, cell phones, solar panels and photovoltaic cells. Perhaps most important was his influence on the nickel-metal-hydride battery, enabling the electric and hybrid vehicle industry.

VIEW FROM THE TOP

Ovshinsky has demonstrated the ability to store solid hydrogen in hydrogen hybrid vehicles, already making an impact on clean air and gasoline consumption worldwide. "You're going to have to have a new 21st century vehicle industry, and that's what electric hybrids are about."

CORPORATE CLIMB

Ovshinsky began his career as a toolmaker in the 1940s, working in various tool rooms and machine shops in Ohio and Arizona, including Goodyear Aircraft. He also served as director of research for Hupp Corp., where he developed electric power steering, and was president of two companies, General Automation and Ovitron Corp. After reading Ovshinsky's paper, "The Nerve Impulse," Ernest Gardner, anatomy department head at Wayne State University's School of Medicine, invited Ovshinsky in 1955 to do neurophysiology research at the medical school. In 1960, Ovshinsky and his wife, Iris, started Energy Conversion Laboratory in Detroit, renamed Energy Conversion Devices (ECD) in 1964. Three years ago, he left ECD and established Ovshinsky Innovation LLC to continue his quest for a solar/hydrogen-based economy.

CREDENTIALS

Ovshinsky discovered his passion for inventing as a machinist on a shop floor in Akron, OH. He never attended college, explaining: "My colleagues and fellow collaborators said college would have ruined me. I did everything on my own and I wasn't confined by different (academic) disciplines." He has been awarded many honorary degrees and particularly prizes the honorary doctorate of science degree bestowed by the University of Michigan in May 2010 on the same day President Barack Obama gave the university's commencement speech. In 2005, The Economist magazine presented Ovshinsky with its annual *Innovation Award for Energy and the Environment*.

VOICE OF EXPERIENCE

"I see a world that will be spared from reliance on coal, oil or nuclear energy and the ravages of war. All alternative energy will be clean and sustainable, coming from the sun — the ultimate source of solar energy." 🌞

— Interviewed by Steve Raphael



"I don't go for incremental changes. I go for fundamental changes in new science, physics, chemistry ... the whole area of science."

Irene Dimitry

Director of Renewable Energy, DTE Energy

WOW FACTOR

Dimitry is responsible for planning and executing all renewable energy development activities for Detroit Edison. On her watch, DTE will invest a couple of billion dollars over the next 20 years into renewable energy technologies. The company will broaden its resources and rely more on green power, including wind, solar and other renewable resources, to ensure Michigan has a sustainable and reliable energy supply, while balancing progress and costs.

VIEW FROM THE TOP

The move to more diverse and sustainable energy sources will be DTE's contribution to the overall transformation of Michigan to a green economy, with the hope of creating "more than a few Michigan jobs along the way. Michigan communities will benefit as DTE develops wind farms through tax dollars, royalties paid to landowners and increased sales of local goods and services."

CORPORATE CLIMB

Dimitry worked for General Motors' truck division right out of college in 1989, performing various marketing jobs before returning to graduate school in 1992. She joined DTE Energy in 1994 and moved up the ranks, serving as director of strategy and planning, performance management, customer billing and customer marketing. In strategy and planning, Dimitry led a project that reduced customer complaints by 23 percent in 12 months, while driving residential customer satisfaction up 8 percentage points during the same time. In performance management, she coordinated implementation of 150 projects that delivered \$157 million in annual operating and capital savings, as well as \$120 million in annual power cost savings that flowed directly to customers. In March 2008, Dimitry was named director of renewable energy.

CREDENTIALS

- Bachelor's degree, business administration, Wayne State University, Detroit
- Master's degree, business administration, University of Michigan, Ann Arbor, MI
- Named one of Michigan's "Women to Watch" in 2009 by *Crain's Detroit Business*

THE VOICE OF EXPERIENCE

"Twenty years down the road, we will be at or exceeding the state requirement of generating at least 10 percent of our energy from renewable resources. Slowly, new technology, such as solar and wind power, will complement centralized power plants and postpone the need to build new ones." ❧

— Interviewed by Steve Raphael

"Being a voracious reader has helped broaden my perspectives and career opportunities. I'm helping others to do the same through my work as a board member of Pro-Literacy Detroit."

