

## BIL BECKER, MFA, IDSA

Bil Becker, during his tenure as professor of Industrial Design (UIC), has been working with and doing research in new product development since working with R. Buckminster Fuller in 1972.

He holds a Bachelors in Design from Michigan State, and a Masters in Industrial Design from Cranbrook Academy near Detroit. While at Cranbrook he worked with Charles & Ray Eames of Herman Miller, Inc., participated in GM's automotive R&D internship program as an automobile designer. During this period, he also designed high-end interiors for mobile homes for Airstream, Inc.

In the 80's, he led a team of product design/developers for Centrum, Inc., in Chicago, a marketing & development firm with clients ranging from GE to Hoover, and from Kimberly-Clark to Motorola. During this period he was involved with the market evaluation and creation of new products ranging from digital audio products (GE), new vacuum cleaners (Hoover), the first "tape-on" diapers (Kimbies) and the first prototypes for "compact" cell phones (Motorola).

After the 1979 energy crisis, he began working with a group who designed and erected the first successful urban wind generator in the U.S. He also helped found the Center for Neighborhood Technology in Chicago, in 1979, coordinating the design and construction of 5 solar heated greenhouses/solaria located throughout the city. He concurrently joined SunWize Inc, a photovoltaic design and installation company, collaborating in the development of over twenty photovoltaic projects and new products into the 1990's. With SunWize, he designed the first solar electric marine "runabout", the first solar electric pontoon boat (for Outboard Marine, Inc.) and he co-developed the first solar electric portable highway signs. SunWize is now the largest solar electric installation and service company in the U.S. He became a tenured professor of industrial design at the University of Illinois - Chicago and specialized in applying the latest problem-solving and ideation methods relevant to new product development particularly environmentally-friendly and non-toxic health-supporting products.

In the 90's he began the development of an urban wind generator he calls the Aeroturbine which is now the center of his research for Aerotecture Inc., an Illinois corporation working on all forms of renewable energy and centered on urban windpower. He brings over 25 years of experience to his current work as CEO, AeroTurbine inventor and head researcher for Aerotecture, Inc.

He enjoys continued ideation and brainstorming explorations, and has worked with Debra Potts & Assoc. and Jean Bystedt & Assoc. on major projects for S.C. Johnson and Electrolux Inc. Becker personally holds three mechanical patents and is listed on hundreds of intellectual property submissions and certifications.