

David B. Busch

VP Design



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Experience Summary

David B. Busch – Currently Vice President of Design at Bright Automotive, Inc., Mr. Busch is an Industrial Design professional with over 20 years experience in advanced vehicle development for both exteriors and interiors. Mr. Busch is currently leading the company wide commitment to world-class design and craftsmanship for vehicle design. In addition, his extensive background in light-weighting and aerodynamics will establish benchmark criteria for vehicle development to radically reduced emissions and capture energy savings.

Previously, Mr. Busch was the Principal Designer and Sustainability Manager for Johnson Controls, Inc (JCI), where he served as the representative for JCI's Discovery & Industrial Design team developing new products and business initiatives. His extensive experience includes: Sustainability & Eco-efficiency designs, Electronics, Interior Trim, Doors, Overhead Systems, Seating, Interaction Design, Instrument Clusters and Advanced Energy Storage solutions. While at JCI, he led the effort with Rocky Mountain Institute (RMI) to develop a clean-sheet approach to a plug-in hybrid electric vehicle (PHEV). In addition, Mr. Busch successfully launched the JCI Vehicle-to-Grid (V2G) initiative addressing economic and efficiency services with focus on "smart charging" (of PHEVs) to reduce electrical demand in residential and commercial buildings. The company-wide initiative spanned all three JCI divisions; Automotive Experience, Building Efficiency and Power Solutions.

Prior to JCI, Mr. Busch worked for AeroVironment Inc. as a structural engineering designer and worked on numerous historical projects including a 65 million year old flying Pterodactyl replica. He also led several fuel efficient vehicle designs such as the GM Sunraycer, GM Impact (EV1 prototype) - all of which are on display at the National Museum of American History and Smithsonian Institution Air and Space Museum.

Mr. Busch has been awarded 9 U.S. patents and has received numerous industry awards. He is a graduate of Art Center College of Design with Bachelor of Science degree in Industrial Design. Mr. Busch is currently a member of the Design Advisory Committee for the Art Center College's Sustainability Summit.