

NOVEMBER 28, 2017

## Meet Dan Vukovich of Alliance in Southern Suburbs







Today we'd like to introduce you to Dan Vukovich.

**Dan, can you briefly walk us through your story – how you started and how you got to where you are today.**

I immigrated to the United States from Montenegro at age 18 to attend Purdue University in Indiana. Like so many immigrants, I fell in love with America and decided to make this my permanent home. Upon graduating with a B.S. in Mechanical Engineering, I started designing permanent magnet motor systems and became so passionate about the potential applications of magnets that I started a company, first distributing magnets and later producing them. Today Alliance produces complex motor drive systems for electric vehicles and is a nationally recognized supplier of magnetic materials. Headquartered in the Chicago area with facilities across North America, customers are provided quality products, on time, without exception. This has earned us numerous awards and the distinction as one of America's fastest-growing companies.

**We're always bombarded by how great it is to pursue your passion, etc – but we've spoken with enough people to know that it's not always easy. Overall, would you say things have been easy for you?**

Definitely not a smooth road, but it never is for any successful company. There is a saying that smooth waters do not make good sailors. Our history of solving many problems that others would have walked away from having made us into what we are today, a respected company that customers can trust will solve their issues.

**So, as you know, we're impressed with Alliance LLC – tell our readers more, for example what you're most proud of as a company and what sets you apart from others.**

Our products are not glamorous and are seldom seen by the consumer. But they are a critical component of many items in a consumer daily life: almost every automobile made in the US, many cell phones, most loudspeakers, laptops, all have magnets either made or distributed by our company. They have penetrated into virtually all modern technological devices such as new generation robots, driverless vehicles, medical instruments, and even space vehicles. Today, if you are flying in an airplane, listening to music, or driving a car, you are within arms reach of one of our parts.

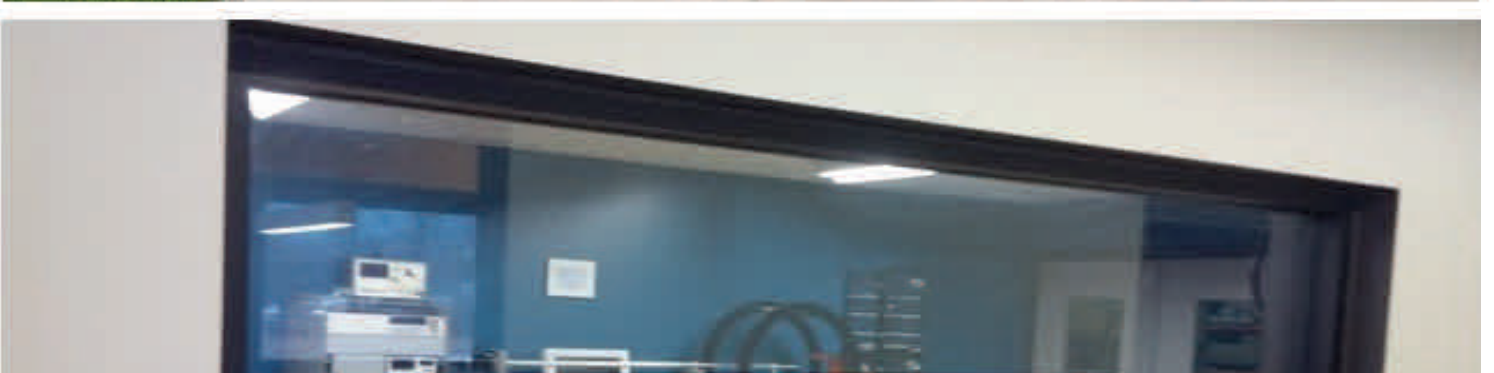
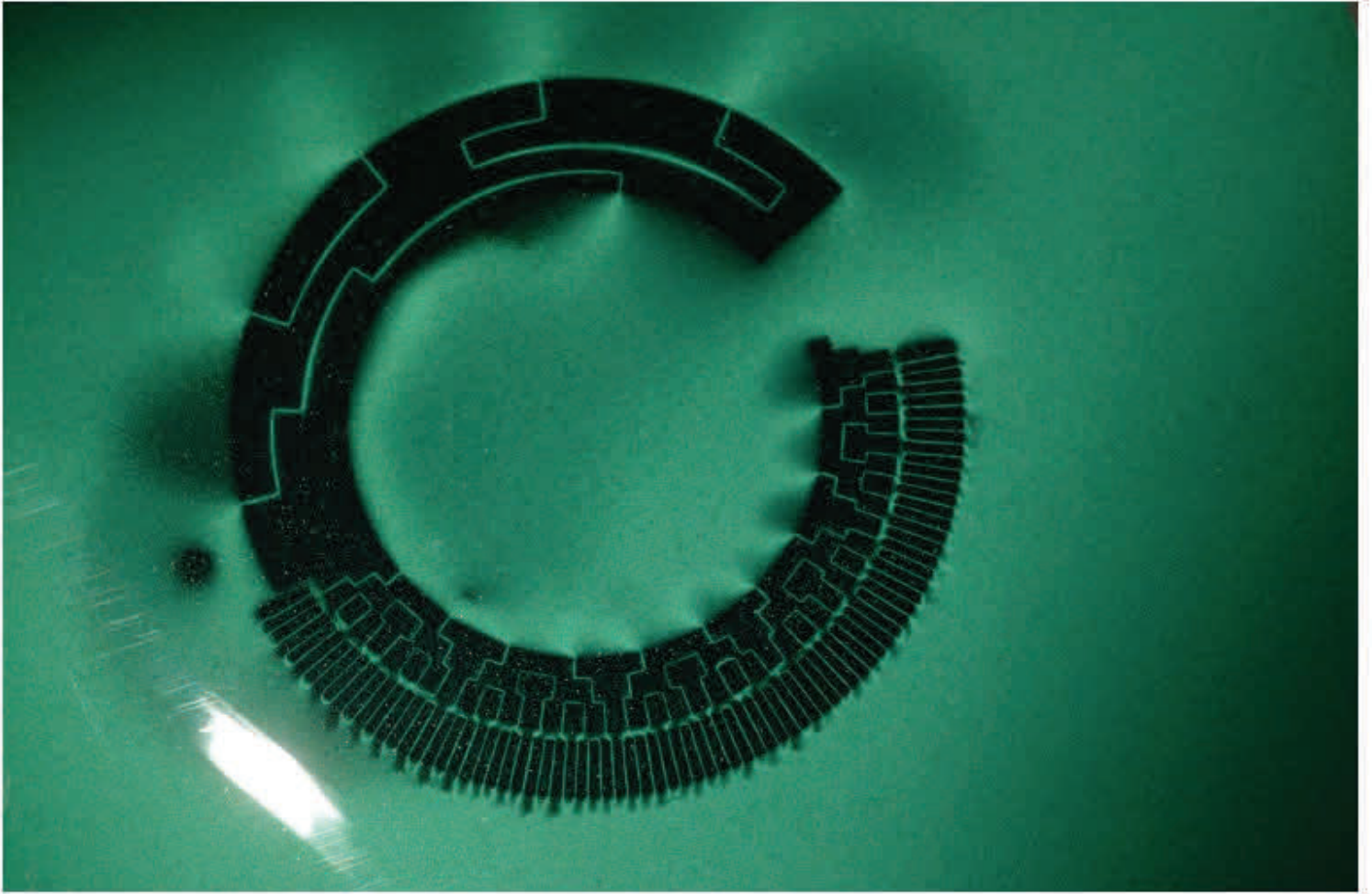
**How do you think the industry will change over the next decade?**

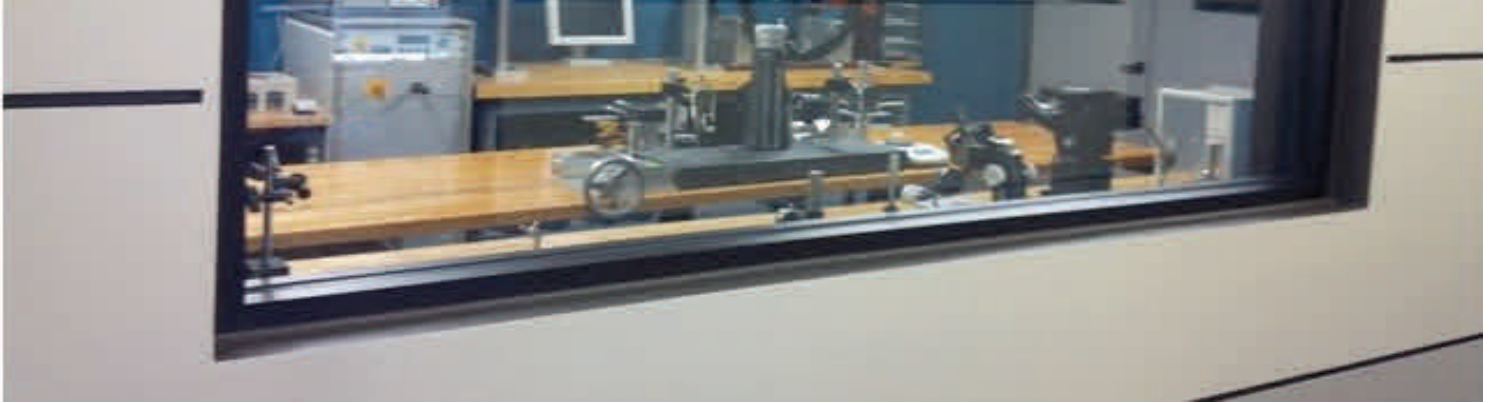
We are all within a decade or two away from a world that will be barely recognizable today. Dependence on fossil fuels and combustion engines, dealing with the stress of daily traffic, slow commutes within cities and between them.... these are all parts of daily life that will change forever because of the impending switch from petroleum based generation of energy to electric motor propulsion. Imagine a world where all cars, trucks, buses and even airplanes are powered by zero emission electric motors. Or one where your car recharges while traveling along a highway. This is where our company is headed and where we are placing all our efforts. Today we are working with companies that are spearheading that change by helping them design and build systems to enable a more beautiful world where people can move around with public transit or personal vehicles without generating harmful emissions.

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