Wolfgang Langer

Director of OEM Business Development at Softing Inc.
Newburyport, Massachusetts, United States

Summary

My goal is to help my company to achieve their most ambitious
goals and strategic communications objectives. In addition, I strive
to the highest level of professionalism and experience when working
as part of an international team by providing strategic counsel,
creative solutions and timely, responsive services to the team and
the company.

• Project management, software architect, and communications
professional with diversified and successful experience with
industrial control technology, industrial software companies, and
general software design.
• Strong software development background based on a solid
education as a Computer Scientist.
• Expert in the IEC 61131-3 standard, the first vendor independent
standard for Programmable Logic Controllers (PLCs).
• Proven ability to understand complex technical product features
and to transform them into easy-to-understand information chunks
reflecting the benefits of the product
• Experienced project leader for international development projects
• Extensive experience in managing international business
relationships
• Bilingual, Multi-Cultural – Fluent in English and German
• Dual Citizenship (USA and Germany)

Industrial Automation
Factory Automation
IEC 61131-3 PLC programming languages
Software architecture and design
Software development
Industrial fieldbus systems (PROFIBUS, CAN, Modbus,
FOUNDATION fieldbus)
Industrial Ethernet (PROFINET, Ethernet/IP, Modbus/TCP)

Industrial Networks and Communications Technologies:

PROFINET/Safe, PROFIBUS-DP/PA/Safe, FOUNDATION fieldbus, OPC Classic, OPC UA (Unified Architecture), Modbus/TCP, Ethernet TCP/IP, FDT/DTM, Ethernet/IP, DeviceNet, CAN, CANopen, Wireless Hart, AS-Interface.

Technologies:
Industrial: PLCs, PLC Programming Systems based on IEC 61131-3, HMI's, DCS, IIoT
Software development: ANSI-C, C++, and .NET using MS Visual Studio, Java
Web Design: Adobe Dreamweaver
Graphical design: Adobe Photoshop, InDesign

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Experience

Softing Inc.
Director of OEM Business Development
April 2017 - Present (6 years 8 months)
Newburyport, MA

Responsible for

- OEM business development around industrial communication solutions including, but not limited to,

--- PROFINET, PROFIBUS DP/PA

--- FOUNDATION fieldbus

--- EtherNet/IP, EtherCAT, Modbus/TCP

- OPC Classic product development

- OPC UA product development

- R&D projects

- Key Account Management

Softing
17 years 2 months

Director of OEM Business Development
April 2017 - Present (6 years 8 months)
Newburyport, MA

Director of Marketing
October 2006 - April 2018 (11 years 7 months)
Newburyport, MA

• Responsible for

- developing marketing plan
- marketing budget
- marketing communications/messaging
- generating per-qualified leads
- working with trade organizations (e.g. PI North America, OPC Foundation, etc.)
- paid content in various media outlets
- trade show organization

• Increased company's contact database from 1,000 to 13,000 contacts

• Developed/improved marketing communication strategies (e.g. introduced newsletter format for US market - format and content was adopted by parent company in Germany)

• Execute successful and ongoing actions to continually improve the
- quality of the web presence of my company
- name recognition of my company

• Provide feedback to R&D department(s)

• Foster great working relationship with our German marketing team

Schneider Electric
8 years

Senior Product Marketing Manager - Software Products
October 1999 - September 2006 (7 years)
North Andover, MA

• International Product Manager for Schneider Electric's IEC61131-3 programming software package "Concept".
• Evangelist for the international standard IEC 61131 within Schneider Electric and its customers and active participant in PLCopen initiatives around IEC 61131-3
• Product Marketing Leader of a development effort by Schneider Electric to implement and market an Industrial Ethernet Diagnostic Software package.
In this role I was responsible for the definition of all product requirements, for directing the R&D team in their effort to implement a user-friendly yet powerful tool. In addition, responsible for the development of the commercial message and the commercial material.

• Leadership of an international project with the goal to implement 21 CFR part 11 relevant features into Schneider's IEC PLC programming tool as well as in Schneider's high end Quantum PLC platform. This project was successfully executed and released on time and on budget.

Principal Software Engineer
October 1998 - September 1999 (1 year)
North Andover, MA

• Support and consulting services for multiple, international departments within Schneider as an expert on European fieldbus systems
• Author of a Patent awarded to Schneider Electric on encapsulating CANbus data into TCP/IP frames
• Participation in the architectural team of Schneider Electric's new PLC programming software package UNITY
• Expert in IEC 61131-3, the international standard for Programmable Logic Controllers. Part 3 (of 10) defines the basic software architecture and the PLC programming languages: Ladder Diagram, Function Block Diagram, Structured Text, Instruction List, and Sequential Function Chart
• Recipient of a special award from Schneider for acting independently on a critical PROFIBUS issue at a customer site securing a multi-million dollar investment in Schneider's equipment

ICT GmbH
Principal Engineer - Support and Marketing
August 1996 - September 1998 (2 years 2 months)
North Andover, MA

• Architect and project manager of a joint venture between ICT, Softing, and Nematron with the goal to provide a state-of-the-art controls solutions for General Motors based on PROFIBUS and OpenControl. The successful bid resulted in General Motors standardizing on our solution.
• Successfully designed and implemented software applications using industrial networks like PROFUBS, FOUNDATION Fieldbus, DeviceNet, and CANopen
• FOUNDATION Fieldbus training and seminars provided locally and at customer sites.
• Support Manger for all networking and fieldbus products provided by Softing GmbH/ICT, Inc.
• Coordination of the distributor relationship between Softing GmbH, Germany and ICT, Inc.

Softing
Software Engineer
March 1991 - July 1996 (5 years 5 months)

- Specification of customer specific solutions, utilizing fieldbus components
- Design, implementation, and testing of industrial applications
- Softing representative in international industrial communication projects (e.g. Interoperable Systems Project (ISP) - as a programmer; Fieldbus Foundation - as a program manager)
- Hands-on technical support for national and international distributors and key account customers
- Product Management of industrial communications products
- Development of marketing material e.g. data sheets, technical brochures and documentation
- Prepare and execute 2-day training classes on PROFIBUS
- Preparing and executing technical seminars and workshops at national and international events

German Air Force
Hauptgefreiter (Private First Class)
July 1981 - December 1982 (1 year 6 months)

Education

Technical University of Munich
Master's Degree, Computer Science · (1985 - 1991)

Berufsoberschule, München
High School, Computer/Information Technology Administration and Management · (1983 - 1985)