

Laurence G. Heine

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Summary:

- Employed in the Process Control industry for over twenty years with a track record of continual advancement in both New Product Development and the Product Marketing / Product Management of highly technical hardware and software products
- Detail-oriented and customer focused with a strong balance of technical, marketing, problem solving, and communication skills
- Led multifunctional teams for product launch and product quality improvement
- Excel at distilling key customer needs into product requirements
- Experienced in defining and documenting Development and Product Management processes
- Learned the art of managing and influencing people who do not report to me

Experience:

2001–Present Owner and President of Mountain View Product Marketing, Inc.

- Design and hosting small business web sites
- Marketing services for small business including brochures, post cards, direct mail, Internet marketing campaigns

1998–2001 Siemens Energy & Automation, Inc. Spring House, PA
(Previously Moore Products Co.)

Sr. Product Manager – APACS+ Product Marketing

- Product Management responsibilities from inception to obsolescence for:
 - Hardware and software communications products including the client Ethernet network, MODULBUS / MODULNET (the system's 802.4 control network), and two proprietary legacy networks
 - Resale products including workstation and server platforms and network hardware & software
 - Legacy DCS system (MYCRO)
- Identified supply and support requirements for workstation and server platforms; headed the team that evaluated a group of first and second tier vendors and selected a vendor that would provide identical platforms and global warranty and support services to all of the company's global subsidiaries. Program resulted in a first-year reduction of incoming failures by 80% and field failures by 20%.
- Identified, proposed, and managed the implementation of five R&D and Customer Services projects designed to enable the migration of legacy MYCRO systems to APACS+

1995–1998: MAX Control Systems, Inc. Lansdale, PA
(Previously the systems business unit of Leeds and Northrup)

Product Manager - Marketing

- Product Manager for a line of 50 DCS products including operator and engineer's workstations, process controllers, field I/O interface modules, fiber optic token ring and Ethernet communication networks, and peripheral equipment.

- Created three 4-color Brochures, more than thirty Product Specifications and Application Bulletins, a product Catalog, a Products and Services manual, and a series of Product Bulletins for this \$30 million company that produces Distributed Control Systems installed worldwide.
- Created and presented the first Overview course for MAX 1000 + PLUS which was the first week of a five-week Customer Training Program.
- Organized MAX Users Group meetings and was the company's primary interface with the user group for technical information exchange.

1991–1995

Leeds and Northrup Co.

North Wales, PA

Program Manager - Marketing

- Provided inward product management for a line of 60 distributed control system products including workstations, controllers, field I/O devices, fiber optic communication networks, and peripheral equipment.
- Provided technical product and marketing support to a world-wide network of system integrators including multiple partner and customer visits in the US, England, Korea, and Taiwan.

1979–1991

Leeds and Northrup Co.

North Wales, PA

Project Manager, Project Engineer, Engineer Specialist – DCS New Product Development

- Managed product extensions, system packaging design, and hardware and software maintenance.
- Managed new product development projects and developed new products involving process controllers and communication networks.

Education:

Pennsylvania State University

King of Prussia, PA

MEng

Drexel University

Philadelphia, PA

BSEE

Continuing Education:

- Effective Market Strategy and Product Management (Life Cycle Strategies)
- Requirements Management in Internet Time
- Franklin Covey Time Management
- Solution Selling (Overview)
- Professional Selling Skills (Learning International)
- Software License Agreements
- Total Quality Management
- Problem Solving and Decision Analysis (Kepner-Tregoe)

Memberships

Senior Member – Institute of Electrical and Electronic Engineers (IEEE)

Outside Activities

2001 to present: Institute of Electrical and Electronic Engineers – Chair, Vice-Chair, Secretary / Treasurer, Webmaster, Newsletter Editor of Central Virginal Section

1999 to 2001: Toastmasters International – Membership VP, Treasurer, Charter Member of Siemens Moore Toastmasters

1984–1995: Church Treasurer

- Created income and expense budgets, reports, kept financial records, controlled spending, and issued payments for the church while the annual budget increased from \$32,000 to \$124,000.

References:

Available upon request