

## Wilhelm Wiese

**interim CTO CDO COO**

Developing business.  
Realizing Industry 4.0  
Bridge to Asia.



### Business development. From new ideas to implementation.

I am Wilhelm Wiese. With my clients, I develop **Industry 4.0 solutions** with focus on the end customer of the solution. In this way, new market shares can be gained, and the existing business can be optimized. As **interim executive**, I deliver the strategy and I am leading its **implementation**.

At its core, it is about **tailor-made applications of cutting-edge technologies, industrial processes, and services** as well as **innovations in the context of industrial trends**. By creating agile, self-responsible business units, I ensure flexibility and speed.

I am an **international** senior manager with board experience in India, a track record as Industry 4.0 innovator and I am holding a variety of patents.

### My services

Development of international companies, businesses and business units for an increase in market share and an increased productivity.

Developing business - Realizing Industry 4.0 - Bridge to Asia		
Technological Innovation	Digitalization	Reorganization
Sustainable <b>business development</b> strategies by expanding the product and service portfolio <b>to ensure</b> the company's <b>leadership position</b> in line with latest technology trends	Conception and implementation of <b>digitalization</b> offerings by introducing latest technologies and corresponding business models in order <b>to open up new markets</b> for the company	<b>Operational development</b> and expansion of companies through reorganization, diversification, internationalization and optimization of processes in order <b>to successfully implement a realignment</b> and <b>to introduce it to the market</b> .

### Wilhelm Wiese

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## Continuous learning | Patents | Publications



### RECENT SPECIAL COURSES

- Governance and Assurance (ABB)
- IS Disaster recovery for Application Owners & Managers (ABB)
- GDPR Risk assessment (ABB)
- IMD Lausanne: Digital Disruption
- IMD Lausanne: ABB Senior Leadership Development Program
- Lean 6 Sigma, Yellow belt (ABB)
- DDI: Agile management
- Service sales management (ABB)
- Value-based selling (ABB)



### PATENTS

- Transformation of Compromised Industrial Device to a Honeytrap
- Innovative Cooling Control Strategy for Data Centers
- Virtual Firmware: Method for Extending Field Device Capabilities
- Cloud Field Device Integration
- Intelligent Plant Historian
- Method and System for Planning and Maintenance of an Automation Installation



### PUBLICATIONS

- Rethinking innovation for the Fourth Industrial Revolution
- Preparing for the Fourth Industrial Revolution, A guide to tomorrow's technologies and business strategies
- The Road from Automation to Autonomous Systems
- Autonomous Systems Demystified
- A Method for 3D Virtual Asset Space Creation

## Experience for successful transformation

### CTO for Technological Innovation, CDO for Digital Business Development and COO for Operational Implementation

- Expertise in **CxO** roles combined with **intercultural social intelligence**
- In-depth knowledge of **Asian culture**
- **Resilient network** with CxO colleagues from many international companies
- **Technical and functional expertise** to apply latest technologies in a wide range of industries
- **Customer-centric entrepreneurial creativity** to open up new markets
- **Operational expertise for holistic implementations** along the value chain

## Networks & Memberships

IGCC - Indo-German Chamber of Commerce

Member of the German Indian Chamber of Commerce / AHK India

## Education

2006	MASTER'S IN BUSINESS ADMINISTRATION	Strategy, Finance, Marketing, Human Resources Management Accredited by: AACSB, EQUIS and AMBA <b>OPEN UNIVERSITY BUSINESS SCHOOL, ENGLAND</b>
1993	MASTER'S IN ELECTRICAL ENGINEERING - AUTOMATION TECHNOLOGY	Master thesis: Feldbus Asset Management <b>UNIVERSITY OF APPLIED SCIENCES LIPPE, GERMANY</b>

*„My ambition is to change industry sustainably and to gain market share with holistic solutions.“*

## Selected international mandates

ABB Global Industries & Services Pvt. Ltd. (GISPL)	Growth and improved value creation Transforming the Indian Development Centre into a genuinely self-responsible, innovative R&D organization as Center Manager and Director
<p><b>Sector:</b> Industry – Software Development</p> <p><b>Turnover/Budget:</b> &gt; 50 Million Euro</p> <p><b>Employees:</b> &gt; 1000</p> <p><b>Situation in the company:</b> The development center in India was mainly processing work packages while the responsibility for product and service development stayed in Europe or the USA.</p>	<p><b>Own role:</b></p> <ul style="list-style-type: none"> <li>Head of the Corporate Technology Center and Director of the GISPL Board of Directors</li> </ul> <p><b>Responsibility:</b></p> <ul style="list-style-type: none"> <li>Local – India</li> </ul> <p><b>Mandate:</b></p> <ul style="list-style-type: none"> <li>Transforming the center into a genuinely self-responsible, innovative R&amp;D organization for the development of products, service offerings, technologies and technology platforms for all ABB business units</li> </ul> <p><b>Measures:</b></p> <ul style="list-style-type: none"> <li>Identifying the center's strengths and potentials and monitoring progress through the developing and introducing an annual People Net Promoter Score (People NPS) survey</li> <li>Introducing Agile Working Methods and LEAN Six-Sigma as well as harmonizing these changes with other global development sites for a more efficient collaboration</li> <li>Restructuring of the organization for faster decision-making and introduction of a coaching and mentoring program for the professional development of employees</li> </ul> <p><b>Results:</b></p> <ul style="list-style-type: none"> <li>At the end of the project, the full responsibility for the development of numerous products and services of several business units of ABB had been successfully relocated to India</li> <li>Growth of about 30%</li> <li>Today, the center in India generates numerous patents every year</li> </ul> <p><b>Key to success:</b></p> <ul style="list-style-type: none"> <li>The employees quickly accepted and developed the People NPS program as well as the resulting coaching and mentoring program for their own professional development. That I myself worked as a coach and mentor with employees of all levels was well perceived</li> </ul>

ABB Ltd. Singapore	Consulting Business Development Setting up a customer-centric automation technology service center in Singapore as head of the service center
<p><b>Sector:</b> Industry – Service</p> <p><b>Turnover/Budget:</b> &gt; 20 Million Euro</p> <p><b>Employees:</b> &gt; 10</p> <p><b>Situation in the company:</b> The service business in the region was largely based on</p>	<p><b>Own role:</b></p> <ul style="list-style-type: none"> <li>Head of the Service Center</li> </ul> <p><b>Responsibility:</b></p> <ul style="list-style-type: none"> <li>Regional – Asia Pacific</li> </ul> <p><b>Mandate:</b></p> <ul style="list-style-type: none"> <li>Setting up a customer-centric automation technology service center in Singapore as head of the service center</li> </ul> <p><b>Measures:</b></p> <ul style="list-style-type: none"> <li>Conducting a market analysis regarding the need of consulting services to support customers in the modernization of their automation systems</li> </ul>

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services for the maintenance of automation systems and the coordination of the spare parts business with Europe.

- Introduction of Value-Based-Selling (VBS) at ABB locations in the Asia-Pacific region. Hands-on development of the training. 2. Conducting the training with the service engineers and visiting their customers together for the practical application
- Relocating the spare parts business including the warehouse and logistics to Singapore

**Results:**

- At the end of the project, newly trained consultants independently contributed to the business development in Australia, China, India, Singapore and Taiwan
- Growth of about 30%
- Improved customer satisfaction due to individual consulting as well as faster processing of spare parts deliveries

**Key to success:**

- The service staff in the region have taken up the VBS program for setting up the consulting business very positively. Particularly, the practical part of the training program, where we were visiting their customers together, was well perceived

**ABB Automation GmbH**  
later ABB India Ltd.

**Fieldbus technology has changed industry in a sustainable way**

Integration of field devices in automation systems and ensuring safety, reliability and quality standards as head of the Device Integration Center

**Sector:**

Industry – Product Development

**Turnover/Budget:**

> 1 Million Euro

**Employees:**

> 10

**Situation in the company:**

Fieldbus technology has further decentralized computer-aided automation. This resulted in interfaces with a large number of field equipment manufacturers. This presented new challenges not only for the company, which has previously providing a closed system, but also for the plant operator, who wanted to continue to have a single point of contact.

**Own Role:**

- Head of the Device Integration Center

**Responsibility:**

- Global

**Mandate:**

- Integrating field devices into automation systems and ensure that these now open systems meet the same reliability and quality standards of the previously closed systems

**Measures:**

- Developing a software architecture for the integration of field devices of any manufacturer in numerous automation systems
- Standardization of this architecture in cooperation with international system and field equipment manufacturers (FDT Panel)
- Setting up the Device Integration Center in India to ensure reliability and quality standards based on standardized testing methods and new test automation processes

**Results:**

- Since the end of the mandate, the center in India supports, in close cooperation with the renowned equipment manufacturers, the fieldbus applications of all business units of ABB
- Exponential growth of supported field devices due to new field devices while continuous updating existing devices (life-cycle management)
- Today, fully automated tests to be able to retest new variants of existing field devices in a timely manner

**Key to success:**

- Hiring software as well as automation experts to build a team that was capable to capture both – software architecture and industrial applications



## Vita

### **ABB GLOBAL INDUSTRIES & SERVICES PVT. LTD., INDIA**

HEAD CTC-CORPORATE TECHNOLOGY CENTER  
DIRECTOR ABB GISPL BOARD  
HEAD OF SYNERLEAP INDIA

*Improve value creation by creating an agile, self-responsible Indian development center that delivers solutions based on cutting-edge technologies*

**2013-2020**

### **ABB PRIVATE LIMITED – SINGAPORE**

BUSINESS MANAGER SERVICE CENTER APAC

*Capturing markets in Asia through business development of automation technology consulting and tailor-made industrial services solutions*

**2007-2013**

### **ABB CORPORATE RESEARCH – INDIA**

STARTUP PHASE R&D INDIA

*Market launch of Fieldbus technology, an early predecessor of today's Industry 4.0 Asset Management, while ensuring the reliability of the new industry standard*

**2004-2007**

### **ABB AUTOMATION PRODUCTS GMBH – GERMANY**

(PREVIOUSLY ELSAG BAILEY, HARTMANN & BRAUN, SCHOPPE & FAESER)

SOFTWARE DEVELOPER AND ARCHITECT

*Discovering my passion to change industry and building the fundament to realize my ambitions*

**1984-2007**

## **WOULD YOU LIKE TO MEET ME?**

I would be happy to assist you.

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Updated: April 2021

