



Professional Profile

Kaoru (Carl) Sonoda
Partner, Principal Engineer, exida

Fields of Competence

Safety Equipment Certification
Safety Instrumented System Design
E/E/PS Design Standards
Engineering Training
Global Business Development
Product Management

Experience Summary

Mr. Sonoda has over 30 years of professional experience. He is recognized as an expert in functional safety equipment certification, instrumentation design, new product development and product management/marketing. He was formerly Digital Solution Group Manager, Yokogawa Electric Corporation, a manufacturer of DCS, Safety PLC and instrumentation. His principle work responsibilities included strategic planning, global market analysis, business management and product certification. Mr. Sonoda previously held positions in research and development including hardware design and development and engineering project management. He has published papers and magazine articles on functional safety.

Credentials

B.S., Mechanical Engineering, Meiji University, 1975

Key Assignments

Managed dozens of IEC 61508 product certifications projects for a major instrumentation manufacturer.

Managed the project for the first standard design IEC 61508 SIL 2/3 certified functional safety pressure transmitter. This included strategy, development, market deployment and support.

Developed, from scratch, a complete Marketing process, for an entirely Sales biased organization that had previously not invested in Marketing. This process led to the implementation of Value Selling Techniques that quantifiably moved the margin point in excess of 10%.

Developed and implemented program to globally embed Field Digital Product Specialists within existing field sales force, thereby creating force multiplier to accomplish rapid conversion of sales force to new technology.

Global project support activities with collaboration with end user and project management contractor for harmonizing multi EPCs on same quality, specification, delivery. Especially, SCPC Nanghai project is to be used 6 EPCs and many subcontractors and to manage delivery of over 20,000 devices in project specification through these contractors.

Joint development, co-business planning, OEM experience over 15 years with international and national partners. Major activates- Safety barrier co-development with Pepperl+Fuchs, Head mounted temperature transmitter OEM with Danish company, Foundation fieldbus Positioner co-development and OEM business, Process automation wireless device co-development.

Foundation fieldbus global standardization contribution and marketing activity.