

Michael J. Langton, P.E., CEM, LEED AP, GBE

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Professional Summary

Highly accomplished, competitive Technical Sales Executive with over three decades of diverse experience managing key accounts, developing new business opportunities, and providing exemplary client services within the construction industry. Creates progressive, innovative solutions to enhance visibility, buyer relations, and market penetration. Develops and executes training tools and incentive plans to motivate and build strong sales teams. Highly successful at establishing and nurturing long-term relationships with internal and external stakeholders. Delivers sustainable results through cross-functional communication, performance management, strategic planning, negotiation skills, and technical sales expertise. Proficient in Microsoft Office Suite.

— Areas of Expertise —

- Strategic Planning
 - Business Process Improvement
 - Stakeholder Engagement
 - Technical Consulting
 - Staff Training & Development
 - Exceeding Revenue Goals
 - Team Leadership
 - Exemplary Customer Service
 - Relationship Building
 - Marketing Strategies
 - New Business Development
 - Interpersonal Communication
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Professional Experience

LASHLEY & ASSOCIATES, INC. | Director of Engineering Sales, Houston, TX 12/2014 – Present
Provide consulting services for technical engineering processes. Establish relationships with key stakeholders to ensure world-class client service, profitability, and long-term account goals that align with organizational values. Facilitate and conduct technical training and support.

Key Accomplishments:

- Support MEP Consulting firms in Houston by delivering technical engineering expertise, provide technical engineering support to project owners and developers and architectural communities.
- Oversee company projects through complete lifecycle, and provide technical oversight and support.
- Establish strategic direction to significantly improve profitability for multiple engineering groups.
- Participate in professional organizations and networking activities to promote the organization.

HEAT TRANSFER SOLUTIONS | Director of Engineering Sales, Houston, TX 5/2011 – 12/2014
Supported MEP Consulting firms across Houston, Austin, San Antonio, Dallas, Fort Worth, and Beaumont.

Key Accomplishments:

- Provided technical engineering support for project owners and developers, architectural communities, and company projects across Texas.
- Coordinated factory tours and other venues to promote company product lines.
- Facilitated and conducted technical training sessions.

REDDING LINDEN BURR | Associate Principal, Consulting Engineer, Houston, TX 4/2008 – 5/2011
Analyzed markets and developed strategies for increasing market penetration, new business development, and clientele. Cultivated and fostered relationships with new and existing clients to increase referral business and profit/revenue growth.

Key Accomplishments:

- Successfully managed multiple small-scale commercial projects, overseeing budgets and timelines; these projects encompassed laboratories, data centers, industrial central plants, and large custom homes.
- Managed Profit & Loss (P&L) for group, scheduled projects and teams, and coordinated design and development of all projects.

H.D. GRANT COMPANY, INC. | Engineering Manager, Manufacturers Rep, Houston, TX 2/2002 – 4/2008
Forged partnerships with local engineers and the engineering community to enhance business development. Provided technical support to in-house sales team, developed strategic marketing plans, promotions, and marketing collateral.

Key Accomplishments:

- Applied consultative selling techniques to educate engineers on equipment that would best meet their requirements.

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- Developed training manuals and materials, performed factory visits, and coordinated in-house training seminars to provide technical and manufacturing training to engineers.
- Coordinated customer appreciation events to enhance customer retention and client relations.
- Developed strategic marketing initiatives that resulted in more than double the sales.
- Expanded offerings of specialized engineered products to increase profit growth.

Earlier Experience

Mechanical Reps, Inc., Houston, TX – Branch Manager, Manufacturers Rep
Phatpipe, Inc., Houston, TX – Vice President, Engineered Building and Energy Solutions Technology
3/D International, Inc., Houston, TX – Senior Vice President, Director of MEP Engineering
Lockwood, Andrews & Newman, Inc., Dallas, TX – MEP Engineering Manager and Senior Engineer
Langton Enterprises, Dallas, TX – Founder and President

Education and Credentials

Master of Business Administration, Business Management, Southern Methodist University, Dallas, TX
Bachelor of Science, Mechanical Engineering, California Polytechnic University at Pomona, Pomona, CA
Bachelor of Science, Liberal Studies, State University of New York (SUNY) Regents Program, NY
Associate in Science, Business Administration, Ulster County Community College, Stone Ridge, NY
Associate in Applied Science with Honors, Mechanical Engineering Technology, SUNY Agricultural & Technical College

Certifications

Professional Engineer
LEED AP
Certified Energy Manager
Green Building Engineer
Certified Tier Designer
Certified Energy Auditor
Certified Demand Side Manager

Professional Affiliations

Fellow and Region IV Vice President / Past President, Vice President, and North Texas **and Houston Lone Star**
Chapter President – **Association of Energy Engineer (AEE)**

Member / Past President, **President-Elect**, Vice President, Treasurer, Chapter Secretary, and Board of Governors–
American Society of Heating Refrigerating and Air Conditioning Engineers (ASHRAE)

Member – **US Green Building Council**

Charter Member – **Texas Combined Heat and Power Initiative**

Chapter member – Houston Area Association of Hospital Engineers