

Optimal expands access to PAT for fast-growing American market with latest appointment

15 December 2022

Optimal Industrial Technologies has appointed a new business development manager to strengthen its localized customer support and further accelerate the adoption of Process Analytical Technology (PAT) in the Americas. Hiring Jonathan Stratton is part of the company's overarching strategy to meet the growing market demand for PAT and enabling technologies for smart manufacturing.

Jonathan Stratton has more than 10 years of experience in the service and sales of PAT solutions for use in industrial automation, quality and process control. He has extensive knowledge of hardware and software technologies for highly regulated industries, such as pharmaceutical manufacturing and biotechnology. Jonathan also holds a Bachelor of Science in Industrial Engineering from Michigan State University, East Lansing, MI, US.

In his position as business development manager, Mr. Stratton will be responsible for driving new business initiatives in the Americas by leveraging synTQ, the award-winning knowledge management software offered by Optimal. With a large and rapidly increasing user base in the U.S., as well as the whole region, the latest addition to Optimal's team will help customers benefit from closer, round-the-clock expert support.

The high degree of service offered by Optimal is underpinned by the company's comprehensive portfolio of automated systems and solutions. This latest commitment follows the strategic incorporation of Optimal within Bruker, oriented at enhancing its offering of fully integrated, automated manufacturing process and quality control solutions for the pharmaceutical and biopharmaceutical sector. This while remaining totally agnostic in the support for its connected instruments and third-party systems.

Jonathan said: "I have been fascinated with industrial automation and PAT from early in my career and am thrilled to be joining a leading player in this sector. The company has expanded rapidly, establishing itself globally, and the potential opportunities for customers are considerable. I am delighted to be part of this journey to support the digitalization of business."

Martin Gadsby, VP at Optimal Industrial Technologies, commented: "As Industry 4.0 is now quickly becoming a reality, we are committed to helping companies succeed in their digital transformation with advanced PAT solutions. We are excited to welcome Jonathan as a new team member, as bringing him into this role is a crucial part of our pledge to continuously expand support for our synTQ users, many of which are in the Americas. We look forward to his focus on helping to enable the growth of our customers by enhancing their operations with PAT."

Image captions:



Image 1: Optimal Industrial Technologies has appointed Jonathan Stratton as new business development manager to strengthen its localized customer support and further accelerate the adoption of Process Analytical Technology (PAT) in the Americas.

The image(s) distributed with this press release are for Editorial use only and are subject to copyright. The image(s) may only be used to accompany the press release mentioned here, no other use is permitted.

About Optimal Industrial Technologies Ltd

Within the Optimal group, we have more than 30 years' experience in the automation and optimisation of control and data management systems for the food, chemical, pharmaceutical, biotech, life science and other process industries.

The demands being placed on manufacturers in relation to getting products to market sooner, minimising development and production costs together with increasing product quality and business sustainability are ever increasing. Our primary aim is to deliver measurable improvements in all these target areas.

In addition to practical automation and system integration expertise, Optimal Industrial Technologies has also developed the world-leading PAT Knowledge Management software platform – synTQ® – which is used by over 60% of the world's leading pharmaceutical and biotech companies, and is now being adopted by other process industries. synTQ has been a proven enabler of QbD via PAT by significantly increasing productivity and quality, while reducing waste, time to manufacture and time to market for batch and continuous processes.

Press contact:

Optimal Industrial Technologies

Martin Gadsby

Vice President

Tel.: +44 (0) 1454 333 222

mgadsby@optimal-ltd.co.uk

PR agency:

DMA Europa

Chiara Civardi

Progress House, Great Western Avenue, Worcester,
WR5 1AQ, UK

Tel.: +44 (0) 1905 917477

chiara@dmaeuropa.com

news.dmaeuropa.com