

Optimal expands customer support with latest appointment to business development team

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Optimal Industrial Technologies has appointed Fredrick Okaroh as Business Development Manager to help steer Europe's manufacturing and processing industries through their digital transformation. The move reflects the growing demand for the company's award-winning software, synTQ, and is aligned with Optimal's commitment to supporting the adoption of Process Analytical Technology (PAT) as an enabler for smart manufacturing.

Fredrick Okaroh has extensive expertise in real-time data processing and analytics combined with over a decade of experience in building customer relationships across multiple business verticals. During the last five years, he has been aiding processors and manufacturers, particularly in Northern Europe, to leverage multivariate analytics and PAT to drive their businesses' efficiency and competitiveness globally.

As a Business Development Manager at Optimal, he will work alongside the operational teams, including Michael Sachpekidis, to serve the European market and help drive its competitiveness. Fredrick will help new and existing customers to identify key growth opportunities and ensure that they are able to optimise efficiency, quality and productivity using Optimal's PAT knowledge management platform, synTQ, and its comprehensive service offering.

Commenting on his appointment at Optimal, Fredrick Okaroh says: "I have collaborated with Optimal on a number of occasions over the years

and I have experienced the benefits of its specialist team and market-leading software synTQ first hand. Since my first introduction to Optimal and its platform, I have been impressed by the level of expertise and the comprehensive capabilities on offer. In addition, I am inspired by its commitment to establishing close and trusted relationships with customers to support them at any stage of their PAT and digital transformation journeys. I very much look forward to being part of the Optimal team and its exciting growth aspirations!”

Martin Gadsby, VP at Optimal Industrial Technologies, adds: “I am excited to welcome Fredrick, as he brings valuable skills and experience that will benefit our customers. As the benefits that Industry 4.0 can bring are now a reality, it is more important than ever that we help companies succeed in their digitalisation and nurture their competitiveness in a demanding marketplace. Europe’s manufacturing and processing sector has a promising future, and supporting its advancement is central to our customers and our own success.”

Image captions:



Image 1: Optimal Industrial Technologies has appointed Fredrick Okaroh as a Business Development Manager for Europe.

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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.

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