

## **Pharmaceutical manufacturers supported by Optimal's team expansion**

**05 April 2023**

**Optimal Industrial Technologies is growing its team to help provide (bio)pharmaceutical companies with the insights and advice they need to succeed in their digital transformation with Process Analytical Technology (PAT). By welcoming Dr. Manuel Kuhs as Business Development Manager, the company has expanded the pool of technical expertise and knowledge that customers in Ireland and the DACH region can access.**

Dr. Manuel Kuhs has more than 10 years of experience in process analytics for the (bio)pharmaceutical sector. This started with postdoctoral research on continuous granulation, followed by successfully establishing key relationships with companies in the industry and helping to enhance their competitiveness. This includes supporting customers in developing strategies for the use of PAT as an enabling technology for smart manufacturing and more effective operations.

In his new role, Manuel will draw on his years of scientific research and technical sales experience to support the growth of Optimal's customers in Ireland and the DACH region by helping to deliver well-designed, PAT-driven automated applications. To this end, he will leverage the company's award-winning software, synTQ, to help implement successful solutions.

Manuel is Optimal's latest appointment in Europe, underlining key plans to help steer the local manufacturing and processing industries through

their digital transformation. Martin Gadsby, VP at Optimal Industrial Technologies, explains: “Pharma 4.0 is happening right now, and companies should not delay investing in data-driven technologies. However, in highly regulated, Good Manufacturing Practice (GMP) environments, PAT and other smart applications can be difficult to implement, due to the need for maximum transparency and visibility associated with validation and audit trails. A platform that manages all PAT knowledge being generated, such as synTQ, is extremely beneficial to address these challenges – and companies worldwide are already benefiting from our technology. This is why our team is rapidly expanding.

“As we grow, it is vital that we have the best people in place to support our customers and provide state-of-the-art assistance. I am delighted to welcome a leading expert like Manuel to Optimal. He will be key to helping existing and new partners drive growth through our solution.”

Attracted by the company’s products and values, Dr. Manuel Kuhs comments regarding his appointment: “I have always been interested in technological advances and helping the pharmaceutical industry with innovative software. Therefore, joining Optimal is a dream and I look forward to showing more and more customers the value that the company adds. Optimal combines a strong, reliable and technically sound product, synTQ, with an excellent team.”

**Image captions:**



**Image 1:** By welcoming Dr. Manuel Kuhs as Business Development Manager, Optimal Industrial Technology has expanded the pool of technical expertise and knowledge that customers in Ireland and the DACH region can access.

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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.

### Press contact:

#### Optimal Industrial Technologies

Martin Gadsby

Vice President

Tel.: +44 (0) 1454 333 222

[mgadsby@optimal-ltd.co.uk](mailto: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.civardi@dmaeuropa.com](mailto:chiara.civardi@dmaeuropa.com)

[news.dmaeuropa.com](http://news.dmaeuropa.com)