

Optimal further expands North American presence with latest appointment

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Optimal Industrial Technologies is boosting its support for pharmaceutical companies in North America with the appointment of Callum Ross as Business Development Manager. The expansion of the team extends the company's direct support for the set up and development of Process Analytical Technology (PAT) frameworks as well as its ability to develop new opportunities within this regional market.

Joining Optimal with an in-depth background in the biologics research sector, particularly for bioscience, nanotechnology and neuroscience, Callum also brings an extensive expertise in spectrometers and automation solutions for a variety of industries. Having worked for leading optical sensing and vision system vendors, he has developed a proven track record of supporting manufacturers advancing on their digital transformation journey and, as a result, enhancing their competitiveness.

In his new role, Callum will support the fulfilment of technically demanding PAT projects in North America, by applying his vast market and technology knowledge. In addition, he will be responsible for the development of strong relationships with diverse industry and research players, identifying new value-adding opportunities for them, as well as raising awareness about the benefits of PAT and Optimal's award-winning, market-leading PAT software, synTQ.

The appointment of Callum Ross marks the latest step for Optimal on its mission to grow its local offering across a worldwide network. Martin Gadsby, VP at Optimal Industrial Technologies, explains: “We are delighted to have Callum on the team as we continue to build the global reach of our support for PAT. He has experienced the pain points of experts in the biologics industry first-hand and knows how to effectively address them. Callum is a skilled professional who recognises exactly how current biopharmaceutical operations can be taken to the next level using industrial automation and PAT.

“PAT and our software, synTQ, have been embraced on the international stage and we have a proven track record with some of the biopharma industry’s biggest names. We work hard to help promote the growth of our customers, as we look to bring our highly regarded solutions to more companies in the sector whilst also enhancing our support for existing partners.”

Callum Ross adds: “I am delighted to be joining Optimal and the already excellent team that is at the cutting edge of PAT and industrial automation technology. Being a bit of a ‘geek’, fascinated about how automated processes can deliver real benefits, I am excited to bring my experience and market knowledge to the table to add to the in-depth technical support that customers already get when collaborating with Optimal.”

Image captions:



Image 1: Optimal Industrial Technologies is boosting its support for pharmaceutical companies in North America with the appointment of Callum Ross as Business Development Manager.

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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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