

## **Optimal further strengthens operations with new global sales manager**

**22 August 2023**

**Process Analytical Technology (PAT) leader, Optimal Industrial Technologies, is increasing its support for the growing global demand for data-driven, automated process control strategies with the appointment of Chris Vickers. As global sales manager, he will be responsible for creating new business opportunities while continuing to serve existing customers, enhancing the company's ability to deliver unparalleled value.**

As a leading specialist in PAT and creator of the award-winning, market-leading software, synTQ, Optimal is committed to helping its customers realise the benefits of advanced analytics and real-time process monitoring. In essence, the company aims to drive the competitiveness of organisations across industry and around the world in the digital era. The addition of Chris Vickers to the team signifies the Optimal's dedication to exceeding customer expectations through high-quality, comprehensive support.

With over 38 years of experience in sales leadership and a profound understanding of the instrumentation and control sector, Chris possesses the vision and strategic acumen necessary to guide Optimal's customers to new heights. By leveraging his expertise in both highly regulated and fast-paced reactive industries, the new global sales manager will be instrumental in ensuring that every customer benefits from solutions tailored to their specific requirements, ultimately enabling them to optimise their processes and enhance operational efficiency.

Martin Gadsby, VP at Optimal, comments: “In addition to manufacturers looking to adopt PAT, we are seeing global customers interested in expanding their PAT-driven frameworks to improve multiple lines and plants. Chris has a proven ability to engage with experts in a variety of industries and intuitively understand their requirements. These capabilities make him the ideal candidate to strengthen existing customer relationships and forge new collaborations. We are extremely delighted to have him on our team and excited to see what we can achieve together.”

Chris Vickers concludes: “I am honoured to join Optimal and be part of an organisation that is at the forefront of PAT and enabling technologies for smart manufacturing. synTQ can help companies gain unparalleled advantages, from driving profitability to shortening time-to-market and improving efficiency while reducing waste. I’d like to invite anyone interested in joining the ranks of the industry leaders who are already using PAT and synTQ to address bottlenecks, transform their businesses and stay ahead of the competition to get in touch with me. I look forward to developing the right solution for you!”

**Image captions:**



**Image 1:** Optimal Industrial Technologies, is increasing its support for the growing global demand for data-driven, automated process control strategies with the appointment of Chris Vickers as global sales manager.

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](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)