

Optimal supports continued customer growth with expanded sales team

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Leading automation and system integration specialist, Optimal Industrial Automation, has announced the expansion of its UK sales team with multiple new hires. These appointments strengthen the company's commitment to driving the digital transformation of its customers and overall advancement of industry players across the country.

Further enhancing its support for companies in the manufacturing, processing, energy, aerospace and life science sectors, Optimal has appointed a number of technical account managers with extensive expertise in these markets. Among them are Ashley Ansell, Phil Walker and Darren Manning. The strategic move will enable the company to offer improved support to its existing customers as well as the wider industry.

Ashley Ansell brings decades of experience in Industrial Internet of Things (IIoT) technologies, electrical engineering and automation system integration, having worked in both technical and business development roles. Industrial automation specialist Phil Walker has a proven track record in supporting companies across a variety of industries from a number of global roles. Also joining the team, Chartered Engineer Darren Manning brings experience in manufacturing and process automation systems, as well as an in-depth understanding of cybersecurity.

In their new positions, they will work closely with partners and customers, and foster value-adding collaborations to develop unique, custom solutions that address the specific requirements of end users. This approach underpins Optimal's overarching goal to offer key support in the digital transformation of businesses, enabling companies to advance their operations and enhance their competitiveness.

Alan Messenger, Sales Director at Optimal Industrial Automation, says: "We are thrilled to further expand our Optimal team with even more talented experts. Their knowledge and leadership in industrial automation and IIoT technologies make them ideal for driving the growth of our customers as well as our own. We are confident that the new hires will make an immediate impact and help companies in a variety of industries achieve even the most ambitious digitalisation goals."

Image captions:



Image 1: The expanded sales team will work closely with partners and customers, and foster value-adding collaborations to develop unique, custom solutions that address the specific requirements of end users.

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About Optimal Industrial Automation (OIA)

Optimal Industrial Automation has more than 30 years' experience building, integrating and optimising manufacturing automation systems for challenging and highly regulated industries. Projects are typically for the pharmaceutical, life science, chemical, aerospace, green energy, food & beverage and other high-value process sectors. The company's primary aim is to deliver measurable reductions in production costs, while finding substantial improvements in productivity, product quality and business sustainability. Part of its capability in achieving this aim is experience in the implementation of Optimal's print and inspect system product – synTI®, plus sister company Optimal Industrial Technologies' leading PAT based process management software platform synTQ.

The company employs a large technical team qualified in software, electrical, electronic, vision and control hardware disciplines. The team has built and developed individual machines and process skids to meet regulations such as FDA 21 CFR Part 210/211 – Pharmaceutical Industry GMPs, and FDA 21 CFR Part 11 – Electronic Records and Signatures. It is also ISO accredited and has years of experience working within GAMP guidelines.

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