

## **Optimal Industrial Technologies expands senior leadership team**

**21 January 2025**

**Optimal Group has announced that Alan Messenger, currently Sales Director at Optimal Industrial Automation, will extend his role to include leadership of the sales team at Optimal Industrial Technologies starting in 2025.**

Alan has been a key part of the Optimal team since joining in 2008. Alan's long-standing expertise and commitment have supported the success and growth of Optimal Industrial Automation. With decades of experience in the industry, Alan brings a wealth of knowledge and insight to Optimal Industrial Technologies in his expanded position.

Alan said: "I see Optimal's synTQ software platform as a unique product in the marketplace, offering substantial benefits to our customers. I'm excited to work with the sales team at Optimal Industrial Technologies to continue driving innovation and see just how far we can take it."

As Alan takes on this dual role, the company plans to continue expanding its sales teams and set ambitious goals for growth.

"Our growth plans are set to match our current achievements and future potential. I look forward to building on the strong foundations that both teams have laid," he added.

Optimal remains committed to providing advanced solutions to its clients across industries and is confident that this transition will further strengthen its position as a leader in industrial automation and process optimisation.

**Image captions:**



**Image 1:** Alan Messenger will extend his role to include leadership of the sales team at Optimal Industrial Technologies starting in 2025.

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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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