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Optimization Expands its Southern Operations

Optimization Technology, Inc. is pleased to announce an expansion of its Southern operations headquartered in Houston, Texas. Optimization's strategic business partnerships with Siemens and National Instruments served as the catalysts for two exciting new developments.

The first is a new business unit, to be headed up by Mr. Phil Li. Mr. Li accepted the position as Business Development Manager, and will be responsible for building a team of engineers, expanding Optimization's automation services with an emphasis on the Siemens platform, and growing the revenues for Optimization's full portfolio of design, automation, construction and maintenance services. "We are excited to have a person of Phil's experience and leadership success join Optimization to head up our new business unit," says Dan Purvis, General Manager of Optimization's Southern operations.

Prior to joining Optimization, Mr. Li worked in business development and engineering roles for GE, ACOI, Inc. and IDM Equipment. He also has experience as a control systems engineer, electrical engineer and project manager with Lockheed Martin and Siemens.

Mr. Li holds a BS in Electrical Engineering from the North China University of Electrical Engineering, a MS in Computer Engineering from the University of Houston, and an MBA from the University of Houston.

Optimization has also promoted Jason Swoboda to the position of Engineering Manager of the Test & Measurement business. Mr. Swoboda will be responsible for continuing Optimization's rapid growth in this market, which focuses on National Instrument's technologies. In addition to his role as a technical specialist, he will handle staff recruitment and training, business development and project management. "We are confident that Jason's 10 years of experience and technical expertise will continue to fuel our expansion as he assumes this new position," says Purvis.

Mr. Swoboda brought his prior experience as a Systems Integrator and Test Facility Manager to Optimization when he joined the company in 2003. He is also a Certified LabVIEW Architect and a Certified National Instruments Instructor. Mr. Swoboda holds a BS in Chemical Engineering from Texas A&M University.

Optimization Technology, Inc., a global engineering company headquartered in Rochester, New York, provides solutions and services for industrial and manufacturing applications. Optimization has several locations in the U.S., including Rochester, Houston, Syracuse and Boston as well as Canadian operations based in Windsor, Ontario.

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