

# Press release



**IMMEDIATE RELEASE**

5 May 2011

## **PSE Inc. appoints Dale Curtis Jr. as President**

### **Expansion for industry-leading provider of process modeling software and services**

LONDON, 5 May 2011--- Process Systems Enterprise (PSE), providers of the industry-leading gPROMS® high-fidelity process optimization platform and related ModelCare® consulting services, today announced the appointment of Dale Curtis Jr. as President of its Americas operation PSE Inc.

Dale has over 15 years of experience in sales, strategic business development, marketing and management within the material and life science industries. In this role he will be responsible for expanding PSE's Americas customer base of large process industry organisations and building a sizeable Americas operation centered on the New Jersey headquarters.

Previously Dale was the Director of Strategic Account Management for Freeslate, Inc., a leading provider of integrated, high throughput workflows and enterprise software for research and development labs in multiple industries. Prior to this he was the Director of Business Development for Symyx Technologies Inc., a leader in high throughput technology and services, and held various sales and management roles for Accelrys Inc.

gPROMS is the world's leading advanced process modeling environment. It is used by large process industry companies in the oil & gas, chemicals and petrochemicals, power generation, clean energy, food & beverage, pharmaceutical and other process sectors to accelerate innovation, manage technology risk and optimize process design and operation through the application of high-accuracy mathematical models.

PSE is currently introducing a range of specialist process engineering tools built on the gPROMS platform, for safety, solids processing, crystallization and fuel cell component and system design. PSE also provides expert consulting services in reactor design, process design optimization, process development and plant optimization.

Costas Pantelides, PSE CEO, says "This appointment signals our intention to invest significantly in further development of our Americas business". The PSE Inc. operation already counts Procter & Gamble, Praxair, ExxonMobil and United Technologies among its largest customers.

### **Further information**

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Editors' materials: [www.psenterprise.com/news/pr110420.html](http://www.psenterprise.com/news/pr110420.html)

### **About Process Systems Enterprise Ltd**

PSE ([www.psenterprise.com](http://www.psenterprise.com)) is one of the world's foremost providers of high-fidelity process modeling software and model-based engineering (MBE) services to the process industries. MBE applies high-fidelity predictive mathematical models of process equipment and phenomena to provide accurate numerical information for decision support in process innovation, design and operation.

Use of PSE's technology and services within MBE programs results in faster innovation, improved designs of processes and products, enhancement of existing operations and more effective R&D and experimental programs. Results are achieved with relatively low investment compared to alternative approaches – where these exist – with rapid return on investment and transfer of modeling know-how to industry.

PSE's global customer base of process manufacturing companies and their technology suppliers is served by operations in the UK, USA, Germany, Japan and Korea, and agencies in Saudi Arabia, India and Thailand. PSE is a spin-out of Imperial College London, and its software is used in some 200 universities around the world.

The company's own ability to innovate was recognized with the receipt of the prestigious 2007 Royal Academy of Engineering MacRobert Award for Engineering Innovation, the highest UK engineering prize.

### **About gPROMS**

gPROMS® is the world's leading high-fidelity process modeling environment. gPROMS models are used to provide accurate predictive information for decision support to reduce time-to-market for new processes or products, manage development risk, improve designs, enhance production, reduce capital and operating expenditure and ensure better compliance with safety, health and environmental requirements.

The package is applied in all sectors of the process industries, with particular focus on modeling of complex operations such as reaction, separation, and polymerization. PSE also supplies a range of process engineering tools built on the gPROMS platform, including gFUELCELL™, gSOLIDS™, gCRYSTAL™ and gFLARE™.

gPROMS is applied across the 'process lifecycle', from laboratory experimentation, through process and detailed design, to online operation, and is central to a model-based engineering approach. PSE is committed to maintaining gPROMS at the leading edge of process modeling technology.

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