

FOR IMMEDIATE RELEASE

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## Opto 22 Announces new Director of Technical Marketing

Temecula, CA - October 2, 2023 – Industrial Automation and Industrial Internet of Things (IIoT) manufacturer Opto 22 today named Dan White as Director of Technical Marketing.

In this position, Dan plans to help educate our industry about new concepts, technology, and products. His objective: show customers new ways they can achieve their automation and digital transformation goals. He will lead the creation of informative content, highlight existing Opto 22 customer applications, and work closely with Industrial Automation media outlets.

“I believe in what we do at Opto 22. After a decade working directly with our customers, I’m ready to share our message with a wider audience,” said Dan. “In my time at Opto, I’ve seen our solutions elevate, particularly the *groov* EPIC and RIO products. Building on 50 years of control and monitoring expertise, we’ve now changed the way edge data gets to the cloud. This creates opportunities for our customers to advance their businesses with cloud computing, advanced analytics, and AI.”

Dan comes into this role with a long history in industrial automation. With a foundation in Electrical Engineering (and minor in Spanish) from Tufts University and an Executive MBA in International Business, Dan started his career with seven years as an Industrial Controls Engineer for global manufacturing firm Dometic Corp—where he first became an enthusiastic Opto 22 user. He then accepted a position within Opto 22 in Sales Management, where he has spent the last ten years helping customers create innovative hardware and software solutions. In his new role, Dan is excited to spread his expertise and innovation even further.

### About Opto 22

Opto 22 designs and manufactures industrial control products and Internet of Things (IoT) platforms that bridge the gap between information technology (IT) and operations technology (OT). Based on a core design philosophy of leveraging open, standards-based technology, Opto 22

products are deployed worldwide in industrial automation, process control, building automation, industrial refrigeration, remote monitoring, and data acquisition applications. Designed and manufactured in the U.S.A., Opto 22 products have a worldwide reputation for ease of use, innovation, quality, and reliability. For nearly 50 years, OEMs, machine builders, automation end-users, and information technology and operations personnel have and continue to trust Opto 22 to deliver high-quality products with superior reliability. The company was founded in 1974 and is privately held in Temecula, California, U.S.A. Opto 22 products are available through a global network of distributors and system integrators. For more information, contact Opto 22 headquarters at +1-951-695-3000, visit [www.opto22.com](http://www.opto22.com). Follow us on [Instagram](#), [Twitter](#), [Facebook](#), [LinkedIn](#), [YouTube](#).

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