



PDD appoints new head of technical design

Press Release issued 30th October 2008:

PDD, a provider of integrated design and innovation skills, has announced the appointment of **Max Middleton as Technical Design Team Leader**. In his new role Middleton will be responsible for leading a team of talented technical designers and engineers focused on the innovation of new products and systems; creating intellectual property and developing robust solutions to manufacture.

Middleton, formerly of Cambridge Consultants Ltd, has over ten years experience in designing and project managing in medical device developments. In this time he has worked highly successfully on inhalers, diabetes monitors, surgical tools, injector pens, fertility monitors, wound care devices and safety needles. Commenting on his appointment, Middleton explains, "I am very much looking forward to being part of the PDD team and helping to drive the organisation forward. Design and innovation is becoming ever more essential to help companies gain competitive advantage and PDD has a great reputation in helping businesses to develop new, cutting edge products."

In his previous role at Cambridge Consultants Ltd, Middleton was a senior consultant and as well as medical design also involved in the development of consumer goods, including telecommunication products, white goods and vacuum cleaners. He has Master's degrees in Manufacturing Engineering and Industrial Design Engineering.

In a world of rapid change where speed and insight are essential, Max will add great knowledge, an incisive viewpoint and a wealth of experience to the PDD team. His skills in managing the creation of novel mechanical solutions and inspiring his team will be invaluable to us in moving PDD forward. He brings skills and expertise which will undoubtedly aid PDD in developing competitive edge products, services and business processes for all of our customers worldwide.

When not working, Middleton enjoys gardening (where he is his own customer), almost any history, films and theatre. He concludes, "I love to watch other people's imaginations at work!"

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About PDD Group Ltd

Founded in 1980, and based in Hammersmith, West London, PDD provides integrated design and innovation skills and works with organisations worldwide to develop novel products, services and business processes that drive revenues and create competitive advantage.

PDD targets markets that are undergoing rapid change, for example, those affected by the shift from mature to emerging markets, rapid technological change, climate & environmental issues and demographic changes.

PDD is an award winning agency, collecting eight awards in the last 12 months, and is certified to BSI 13485 medical quality assurance certification and quality assured to ISO 9001.

PDD has worked with over 200 clients in the last three to four years and today has approximately 30 active projects. Top customers in 24 countries include Orange, LG, Bristol-Myers Squibb, Nestle, Belron, Ford, Gillette, Samsung, Vocollect and Merck Serono.

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