

People at Pinnacle

Building the Pinnacle of precision - how customization and collaboration drive success.

An interview with Matt Gormley,
Director of Sales at Pinnacle



Pinnacle provides customer-centric X-ray and CT imaging solutions, combining technical expertise and an entrepreneurial mindset. Driven by innovation, tailored solutions, and strong industry partnerships, Pinnacle's dedicated team continuously advances imaging technology to meet the market's evolving needs.

Can you tell us about your background and what led you to join Pinnacle?

"I'm the Director of Sales at Pinnacle. My background is primarily in aerospace, where I was a certified NDT Level III specializing in X-ray and penetrant inspection. I worked with Pratt & Whitney, focusing on engine service and supplier qualification, which gave me extensive experience in supporting and developing supplier capabilities."

"Over 18 years, I traveled globally, and in 2018, I decided to transition from the customer and OEM side to join Pinnacle as a Technical Sales Engineer,

working alongside Rod Meyer and a relatively young team back then. My goal has been to help grow this business, and it's been an exciting journey over the past six years."

Building Success Through Customer Collaboration and Smart Solutions

"Our success comes from truly understanding our customers' needs. We don't just sell products, we focus on solving problems. We design tailored solutions that evolve over time by listening and working closely with customers."



The PXS-C-Arm system, read more about it here: www.pxsinc.com/product/

"Many customers are surprised by what's possible. Whether it's automation with robotics or multiple X-ray sources, our flexibility helps them achieve results they never imagined. Seeing their excitement reinforces the value of our creativity and problem-solving approach."

This collaboration extends to our suppliers. By sharing customer feedback directly with them, we drive a cycle of innovation that benefits everyone. Partners like Comet play a key role, listening to new ideas and working with us to push boundaries. Together, we create an environment where the best solutions emerge."

Driving Innovation and Customer Loyalty

What drew you to the MesoFocus technology, and how has it impacted Pinnacle?

"When I heard MesoFocus was being released, I thought, 'This could be the best of the best.' We wanted to be the first to try it, so Rod called for us to procure one of the first units in North America. We had a lab customer, Haven Metrology in Michigan, who was interested, so we installed it for them. The implementation was successful, generating a lot of social media buzz and conversations with the customer. It was a learning curve for both us and the customer, who took a risk by adopting the new MesoFocus technology."

"The product has sparked discussions in the industry, with people debating its pros and cons, which has only helped to drive it forward. We later tried out the 225 kV version and saw it fit perfectly. Our systems need to be solid, easily maintained, and reliable, and the MesoFocus aligns with these goals."

What Drives Customer Loyalty?

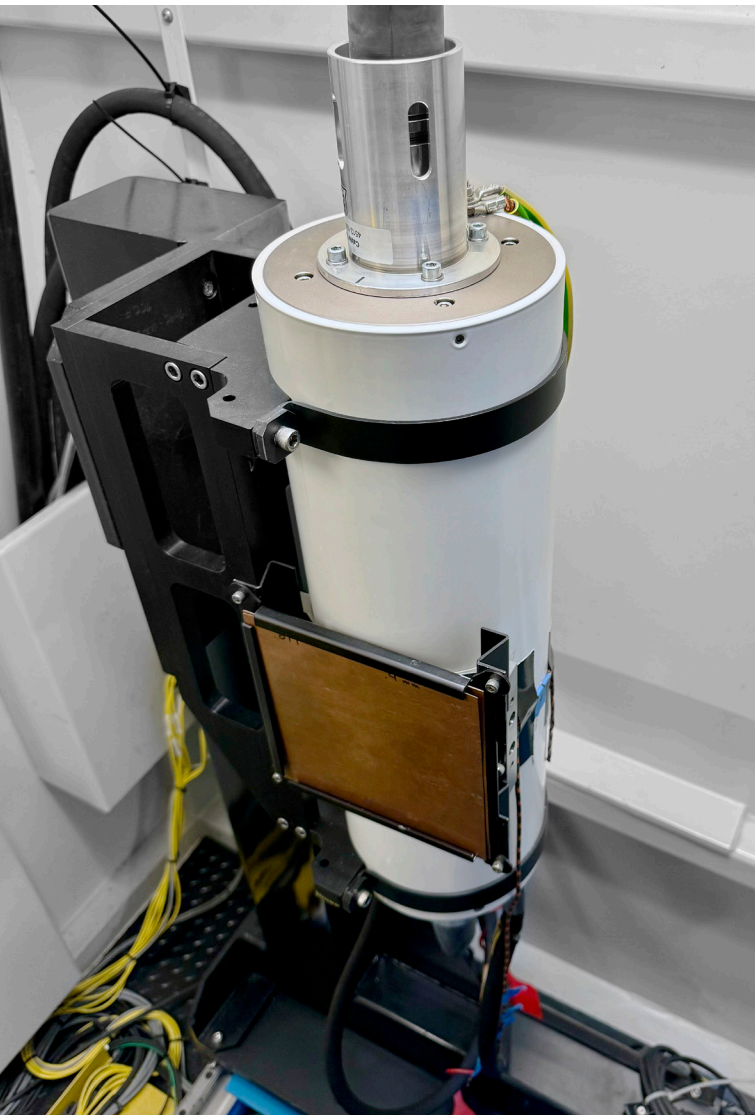
"I'd say history plays a big role. When customers have had a good experience with a system, they tend to stick with what they know. Consistency in equipment matters, and many worry about maintaining different brands. At Pinnacle, we can manage multiple brands within our systems, but for customers with well-functioning, brand-specific equipment, it's often easier to stay with what already works."



The PXS-VPM with Meso 450 system, read more about it here: www.pxsinc.com/product/



The PXS-VDM with Meso 450 and 225 FXE system, read more about it here: www.pxsinc.com/product/



The PXS-VPM with Meso 450 system, read more about it here: www.pxsinc.com/product/

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"Life expectancy is another key factor. Comet's products hold up well against alternatives, which makes them a strong choice."

"Price also plays a role, especially when similar components compete directly. Right now, Comet's MesoFocus doesn't have much direct competition, though that could change if other companies develop or improve similar technology. For now, the MesoFocus 450 delivers high-quality imaging for aerospace and defense, and customers are willing to pay for that level of performance."

What are the primary industries driving demand for MesoFocus technology?

"The MesoFocus has potential in applications like battery or electronics production, but industries like Aerospace and Defense will drive the technology. Customers in those fields seek higher resolution and contrast and are willing to pay for the best solutions. If the wattage were increased a bit, I think the appeal would be even stronger."

What makes Pinnacle stand out in the industry?

"The name says it all: Pinnacle. Our goal is to be the pinnacle of our industry. What makes us unique is the team and their passion. That dedication starts with Rod and extends throughout the team. It might sound cliché, but the commitment to customer success and seeing their satisfaction is what drives us. Customers often say they didn't think something was possible until they saw what we could do, and that's incredibly rewarding. So, yes, I'd say our team's passion and dedication are the foundation of what makes Pinnacle great."

Do you still feel a sense of entrepreneurship in the company, or has growth made that harder?

"I think it's stronger than ever."

"We're empowering teams, both on the product and scanning sides. The teams bring suggestions and ideas forward, and we can act on them quickly since we still have an agile setup."

"We can pivot with suppliers or explore new options as they come up. For example, at ASNT in October, several suppliers approached us, wanting to integrate their tools into our portfolio, and as integrators in this market space, we're open to exploring these possibilities if they meet our customers' needs. If it makes sense for us and our customers, we might integrate detectors, tube sources, or software from different companies. This flexibility allows us to strengthen and maintain our entrepreneurial spirit."

"Micro Focus technology is great for high-detail X-ray sources, but MesoFocus offers a more versatile, mid-range solution - from a production standpoint"

Matt Gormley, Director of Sales at Pinnacle



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