

James McDermott Appointed Regional Sales Director Europe

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Guiding Connected Creativity and Digital Transformation



Guiding Connected Creativity and Digital Transformation Across Europe

Optitex and NedGraphics have appointed James McDermott as Regional Sales Director Europe, a promotion that strengthens the support, guidance, and value delivered to customers across the region. The appointment recognizes his consistent success helping organizations improve operational efficiency, strengthen collaboration across product development teams, reduce production bottlenecks, and accelerate speed-to-market. Previously serving as Northern Europe Sales Manager, McDermott has built strategic relationships and driven measurable growth across diverse European markets.

For brands and manufacturers across Europe, his expanded role means deeper regional support, sharper alignment between local teams and the wider Optitex and NedGraphics organization, and continued investment in solutions that solve the operational challenges customers face every day.

A Leader Who Understands the Customer's Reality

What distinguishes McDermott's approach is the breadth of experience he brings to the role. His background spans fashion wholesale, fashion technology sales, and entrepreneurship, giving him firsthand insight into the operational realities of the sewn products industry and the technology solutions supporting its evolution.

He worked inside the industry before he began selling to it. That sequence matters for customers. Leaders who have managed production deadlines, balanced creative vision against commercial constraints, and owned operational responsibilities understand the stakes differently. They recognize when technology is genuinely solving a workflow bottleneck and when it is simply adding complexity. For customers navigating modernization decisions, that judgment translates directly into faster paths to value and fewer wrong turns.

Connected Workflows, Measurable Outcomes

Across Europe, the value customers seek is increasingly the same: connected workflows that move design ideas into production with fewer handoffs, fewer physical samples, and stronger collaboration between creative and technical teams. McDermott has spent his tenure with Optitex and NedGraphics helping organizations achieve exactly that, championing the integration of textile design, patternmaking, 3D simulation, and pre-production operations into systems that work together rather than in isolation.

For customers, the outcomes show up where they matter most: shorter development cycles, lower sampling costs, design intent preserved from concept through manufacturing, and product development teams that can focus on creativity and decision-making rather than chasing files and reconciling versions. His ability to bridge creative and manufacturing priorities has made him a trusted advisor to organizations balancing innovation, speed-to-market, and cost control.

A Strategic Moment for European Markets



“Leading the European region for Optitex and NedGraphics is an opportunity to support organizations in breaking down silos between textile design, pattern development, and pre-production workflows to redefine how products move from concept to production. The industry has reached a pivotal moment where digital workflows are no longer optional enhancements, but essential infrastructure for competitive growth. My focus will be on helping customers realize measurable value through improved speed, accuracy, collaboration, and production readiness, enabling teams to reduce waste, shorten timelines, and bring stronger products to market with greater confidence.”

James McDermott, Regional Sales Director Europe, Optitex and NedGraphics

In his expanded role, McDermott will oversee commercial operations, partnership development, and strategic account management across Europe. He will work closely with regional sales leaders, product development, and customer success teams to ensure regional strategies remain aligned with evolving customer and market needs.



“James has consistently demonstrated a strong understanding of both the operational and commercial realities facing the industry. His leadership, customer focus, and market expertise make him exceptionally well-positioned to lead our continued growth across Europe.”

Frank Maeder, President of NedGraphics and Optitex

A Foundation for Continued Growth

The European region represents a strategic market for Optitex and NedGraphics, supporting customers ranging from luxury brands to high-volume manufacturers. Under McDermott's leadership, the region will continue strengthening its position as a key strategic market, serving organizations that seek to reduce waste, shorten timelines, and bring stronger products to market with greater confidence.

This appointment underscores Optitex and NedGraphics' ongoing investment in experienced leadership capable of supporting customers through increasingly complex modernization initiatives while driving long-term regional growth.

