

Bradley D. Main, FNAO

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Ophthalmic Specialist

Goal-driven, high-achieving Ophthalmic Industry Specialist with more than 35 years' experience in ophthalmic lens fabrication, training, sales, and marketing in entrepreneurial, start-up, and established companies. Comprehensive knowledge of spectacle lens products and ophthalmic optics. Background in manufacturing, wholesale, and clinical operations. Extensive domestic and international travel experience. Accomplished lecturer with substantial history of technical presentations.

AREAS OF EXPERTISE

- ♦ Sales Expertise and Support
 - ♦ Training Program Development
 - ♦ Workshops and Demonstrations
 - ♦ Article Composition
 - ♦ Technical Presentations
 - ♦ Volunteerism and Service
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PROFESSIONAL EXPERIENCE

OptiSource International, Bellport, NY/Remote Position

June 2017 – April 2018

Optical Product Consultant

- ♦ Manage a sales territory of 750+ retail optical, optometric practices and labs in the U.S. and Canada
- ♦ Telesales from home office; 60 sales calls per day.
- ♦ Consultant with practitioners on supplies inventory and management.

BLUTECH LENSES, Phoenix, AZ/Remote Position

June 2015 – June 2017

Director, Technical Marketing & Quality Assurance

- ♦ Formulates technical procedures and processes for start-up lens manufacturer.
- ♦ Supports retail sales in St. Louis Metro territory.
- ♦ Develops relationships with independent eye care professionals by initiating contact, promoting BluTech lenses, and providing education and training.

ROCHESTER OPTICAL, Rochester, NY/Remote Position

May 2014 – May 2015

Education and Training Manager

- ♦ Engineered training and education programs for wholesale lab, sales, customer service, retail, corporate administrators, and eye care professionals.
- ♦ Created retail training program to provide American Board of Opticianry ABO certification for all managers and opticians in 21 stores.
- ♦ Designed and developed virtual training program on company intranet to provide on-demand training for employees.
- ♦ Authored and co-authored numerous articles and white papers on Smart Glasses.

ADLENS, LTD., Boston, MA/Remote Position

August 2013 – May 2014

VPO Product Specialist

- ◆ Lead technical and professional representative for Variable Power Optics (VPO) product.
- ◆ Served as chief company liaison from global headquarters to US ophthalmic community.
- ◆ Monitored regulations that impacted company and product interests.
- ◆ Advocated for company interests in industry societies and organizations.

HOYA VISION CARE, Lewisville, TX/Remote Position

February 2001 – July 2013

Director, Training and Technical Resources (January 2007 – July 2013)

- ◆ Established national sales and product training department.
- ◆ Designed and implemented comprehensive training program for field sales and lab customer service representatives.

HOYA VISION CARE

Territory Sales Manager (February 2001 – December 2006)

- ◆ Headed lens product and laboratory service sales to opticians, optometrists, and ophthalmologists in Virginia and Washington, DC.
- ◆ Supported accounts by conducting in-office product and technical workshop events and exhibiting booths at major trade shows.
- ◆ Assisted Regional Sales Manager with new hire training.

Additional experience includes 20 previous years of experience in opticianry including roles at The Spectacle Lens Group/Innotech (1993 – 2000), Alan R. Hansen, O.D. (1991 – 1993), D.O.C. Optical (1989 – 1991), Leader Sport Products (1986 – 1989), Titmus Optical (1985 – 1986), and Essilor/Multi Optics Corp. (1980 – 1985).

PROFESSIONAL DEVELOPMENT AND SERVICE

Vice-President, Opticians Association of Missouri, 1983 – 1985

Past President, Roanoke Toastmasters, 1998 – 1999

Advisory Board Member, J. Sargeant Reynolds Community College Opticianry Program, 2006 – 2011

Contributing Columnist, visioncareventure.com, ecpcentral.com, and Vision Care Product News

Volunteer Optician, Virginia Hospital Center Medical Brigade mission trips to Honduras

EDUCATION & CERTIFICATIONS

National Academy of Opticianry Fellow, 1996 – Present

Board of Directors, National Academy of Opticianry, 2018 - 2020

American Board of Opticianry Certified Optician, 1992 – Present

Music Business Studies, Belmont University, Nashville, TN

Radio & TV Studies, Southern Illinois University, Carbondale, IL



AMERICAN BOARD
OF OPTICIANRY

