



Matt Balester started in the Optical industry in 1979 at his family's wholesale laboratory, Balester Optical Company, in North East Pennsylvania. He worked in every aspect of the lab, from lens washer to Quality Control Manager. In 1994, Matt left BOC to become a dispensing optician in Lancaster, PA and worked for both corporate dispensaries and private practices. He returned to the lab side of the business in 2001 with a new understanding of lenses from a practical dispensing point of view.

Matt joined Shamir in 2009 as a Technical Specialist installing Shamir's software in wholesale laboratories across the country and training labs in freeform technology. In 2016, Matt transferred full time into the Education department and is now an influential speaker at nationwide workshops and

seminars on topics ranging from the technology of Shamir lenses, dispensing techniques, customer interaction and practice management.

Contact Matt
mbalester@shamirlens.com