

# BOB MAIN

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## BUSINESS DEVELOPMENT EXECUTIVE

*Global Business Development / Organizational Management / International Speaker and Trainer  
Strategic Planning / Operations & Staff Leadership / Excels in Start-up or Large Corporation Environment*

Visionary business development executive with extensive experience growing businesses, achieving corporate goals/profits, and creating business development strategies. Successful leadership skills in team development, project management, profit & loss accountability, and partnership development for both start-up and large companies (including local and global platforms). An internationally recognized speaker, trainer, and consultant within the eyecare industry.

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### PROFESSIONAL EXPERIENCE

**Web Vision Centers Group, LLC & Vision for Mars Technologies, LLC** – Lakeland, FL  
**President/CEO/Founder** (2009 to Present)

Founded and led a consulting business development firm that specializes in helping companies bring products to market and develop/expand existing businesses. Founded and leads a company that is developing specialized eye care technology for NASA. Additionally, coaches and consults with businesses/health care professionals on how to grow their businesses using the internet and online marketing.

**Key Contributions:**

- ◆ Demonstrated ability to strategize, plan, develop and implement new business concepts (i.e. Interim President of Digital Vision Improvement Company, CEO of SeeCare Inc., an ophthalmic technology development business funded by Intellectual Ventures, recently Interim VP of Optical for an ophthalmic eyecare company, and more)
- ◆ Presented ophthalmic business and technical training programs internationally
- ◆ Developed eye care technology for NASA for the International Space Station and future deep space missions

**GLASSESDIRECT.COM** – Salt Lake City, UT      **Senior Vice President—GM US Division / Consultant** (2006 to 2009)

Envisioned and implemented strategies and initiatives to support the UK business to improve operations, develop new customer acquisition programs, and enhance overall strategic business direction. Created business plan, gained BOD approval, built infrastructure and implemented internet business expansion efforts into the US.

**Key Contributions:**

- ◆ Planned, implemented and supervised all aspects of US e-commerce business
- ◆ Designed and implemented "best practices" programs in UK operation
- ◆ Helped implement manufacturing capabilities
- ◆ Part of a global senior executive team that successfully raised \$15m in a Series B round of funding. Business sold to an international eyecare company

**1800CONTACTS.COM** – Salt Lake City, UT

**Senior Vice President, Professional Network** (2005 to 2006)

Senior management and company officer role of the publicly traded company that identified areas for potential business growth. Designed plans and partnerships to expand the business model. Cultivated and maintained relationships with a vast array of optical professionals and organizations to lead the company in “professional relationship building” efforts.

**Key Contributions:**

- ◆ Created national network of over 1000 locations comprising retail/healthcare professionals in less than 1 year
- ◆ Developed and planned several new internal business ventures
- ◆ Forged strategic partnership with Wal-Mart as member of a senior executive team

**H. RUBIN VISION CENTERS** – Columbia, SC

**Chief Executive Officer** (1998 to 2005)

Oversaw the full scope of operational, marketing, doctor relationships, business expansion, and current business development responsibilities. Developed and implemented strategic programs designed to improve operational performance, enhance financial ratios, and stabilize/reverse declining sales trends. Developed a successful refractive surgery business.

**Key Contributions:**

- ◆ Conceived and rapidly developed a profitable refractive surgery business, overseeing all aspects from strategic planning to implementation of a new surgery center—the first in the US owned by an optical chain
- ◆ Developed, negotiated and executed the acquisition of numerous optical practices to deliver expansion strategy
- ◆ Designed and implemented training programs based on in-person and web-based platforms
- ◆ Improved employee satisfaction ratings by over 30% and customer satisfaction ratings by 37%

**PROFESSIONAL OPTICAL CONCEPTS CONSULTING FIRM**

**President/Owner** (1994 to 1998)

Global optical consulting firm providing management/sales guidance, business development, lectures, and training programs. Sample of contracting companies and responsibilities include: **NeuroVision** – senior level support for global start-up of Singapore-based vision improvement company; **Vision Council of America** – developed and presented training programs for council members; **DAC Vision** – drove business development for new products; and **Jeepers Peepers** – served as temporary CEO and introduced new eyeglass retail concept.

**LENSCRAFTERS (U.S. Shoe)** – Cincinnati, OH

**Director of Operations for Sight & Save Division** (1989 to 1994)

Developed business plan/strategy for this "in-company start-up". Managed all aspects of company operations, lab design and equipment purchasing, doctor recruitment, store design layout, and P&L functions. Grew store count to over 75 units in a few years.

**Key Contributions:**

- ◆ Expanded division from concept with one location to a nationwide rollout within 3 years
- ◆ Instrumental in forging a partnership with a global retail chain to integrate optical stores within their Superstores

**CHICAGO OPHTHALMIC PRACTICE – CHICAGO, IL**

**Surgical Assistant and Practice Manager**

Surgical assistant and practice/optical manager of a large ophthalmic practice owned by Dr. Richard Perrot.

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**EDUCATION AND CREDENTIALS**

**Master’s in Ophthalmic Optics • AMERICAN BOARD OF OPTICIANS** – Washington, DC

**BS in Business Administration • SOUTHERN ILLINOIS UNIVERSITY** – Edwardsville, IL