

SEAN MARTIN

Managing Director

Edge Vision

As Managing Director of Edge Vision Pty Ltd, I have extensive retail experience with over 25 years in the Optical Profession. Edge Vision is a newly formed company offering practical commercial trade advice to clients associated with retail operations. Working with existing platforms and utilising already developed strategies, a focus on assisting will form the principle approach by Edge Vision.

Throughout my career I have owned and operated companies within the Optical industry ranging from a Budget Eyewear franchise in Camberwell through to the luxury eyewear boutique, "Eyewear on Collins" in Collins St Melbourne. During this time I have been Treasurer and President of the overseeing body for the optical profession, Australasian Dispensing Opticians Association Vic. Division. I was also on the Board of Directors for the Australian Division.

Ironically, I recently sold Eyewear on Collins to the company I started out as a young apprentice back in 1982, OPSM. They too were purchased by the major wholesale and retail giants, Luxottica.

After many years in the optical profession, a development of professional relationships has seen me travel extensively all over the world. Italy, France, Switzerland, Japan and Indonesia all boast large optical industries in which I have ventured throughout. Maintaining established commercial relationships to ensure a broader understanding of both the health and fashion sectors of the optical industry is where Edge Vision will be principally positioned.

Career history:

May 2007 saw the birth of Edge Vision. A diverse entity primarily positioned to concentrate efforts in and around the optical profession. Consultancy responsibilities, training and marketing, retailing, advisory briefs are some of the prospective opportunities being undertaken by Edge Vision.

From 1996, I was the sole director and manager of Eyewear on Collins Pty Ltd. Transforming an unknown eyewear store into one of the countries leading optical retail businesses. Eyewear on Collins was able to showcase products in an environment only ever found in overseas boutiques. Eyewear on Collins was the leading Cartier retailer in the country, the biggest independent stockist of Chanel, the first new concept site globally for Oakley and primary outlet for many other boutique brands, including Dior, Gucci, Mont Blanc, Armani, Tag Heuer to name just a few. The company went from two employees to managing eight full time staff including Optometrists, Practice Manager, and Senior Optical Dispensers over a ten year period. Then in April 2007 the largest optical business in the world Luxottica purchased the business with intentions of using the already excellent boutique formula to model some of their existing businesses, OPSM, Laubman & Pank, Budget Eyewear and the Sunglass Hut around it.

From 1995 to 1997, I was Managing Director of Australian Optical Consultants Pty Ltd. This company provided a relief management service and marketing assistance for optical dispensers. Operating as General Manager for a period of time for a small chain of practices I was responsible for approximately thirty staff including Optometrists, Optical Dispensers, Retail staff and optical apprentices. Marketing, promotions, stock management and purchasing was also needed in this position.

During the period 1992 to 1995, I held a one year term as the President of the Budget Eyewear Franchisee Association. In this role I was the liaison between Budget Eyewear Australia, being the franchisor, and all Budget Eyewear franchisees. Purchasing and marketing being the main brief for the position held.

Commencing 1989 to 1995, I formed Seddon Cove Pty Limited which purchased one of the Budget Eyewear practices trading as 'Budget Eyewear Camberwell' in Camberwell, Victoria. In my capacity as a director and manager I was responsible for all aspects of small business ownership including managing finances and accounts, supervision and

training of several staff, purchasing of stock and equipment, strategic marketing and advertising, customer service and patient care.

Through from 1987 to 1988 I was employed as an Optical Dispenser and Manager by Budget Eyewear Australia in the Camberwell store, located in Camberwell, Victoria. In this role my duties included operating a retail optical dispensing practice, supervising and training of staff, patient care and customer service, optical dispensing and fitting, purchasing and stock control, banking and clerical matters, advertising and promotions.

1986 to 1989, I was employed as an Optical Dispenser by Budget Eyewear Australia in the both the Collins St and Preston store's in Victoria. In that role, I performed similar duties to those identified above in relation to my employment as an Optical Dispenser.

Beginning my optical career in 1982 to 1986, I was engaged in my apprenticeship with the organisation known as 'OPSM'. This included training and experience in all areas of optical dispensing including both technical aspects and retail management. During this period I also completed training in contact lens fitting and care and training in relation to optical accessories such as binoculars, telescopes and magnifiers. Shining as a third year apprentice I was able to be appointed as manager of the practice located in Sale Victoria, where I relocated for approximately ten months.

Qualifications:

1986 I was awarded a certificate in Optical Fitting and Surfacing from the Royal Melbourne Institute of Technology ("RMIT"). This qualification required the completion of a four year apprenticeship which I commenced with OPSM in 1982.

In 1989 I gained a Diploma of Optical Dispensing from RMIT.

Further in 1989 I completed a personal development course in respect of customer liaison called, Caring for Customers. This course was implemented throughout Budget Eyewear Australia.

Qualifications in Small Business Management and Marketing from Northern Melbourne Institute of Tafe accomplished during 1996.

Since 1996, I have undertaken, and continue to engage in, continuing professional education with the Australasian Dispensing Opticians Association Continuing Education Program.