



Russell Meyer-Wilson – Abridged CV

Eyecare software entrepreneur and innovator. Wrote first computer application age 10 and graduated with Bachelors degree in Optometry from RAU in 1998. Achieved Employee of the year from the American Ski Corporation in 1998 Colorado USA, before returning to South Africa to commence optometric practise in 2000. Attained the Certificate of Advanced Study from the Graduate Institute of Optometry in Ocular Diseases and Pharmaceutical Application and Wetlabs(NEWENCO) in 2002. Currently serving on the executive board of [Nevada Cloud](#) as head of software development and market data analyst. Has developed several contact lens applications, including the first electronic contact lens ordering system in 2001. Later began working on various projects, specifically focused on developing a clinical standard to assist practitioners conduct primary eye care in any location through the simple use of their own electronic devices. Won the International Visionary award for the Innovation in 2006 for Spectrum eye examination software.

Concurrently, opened an Optometry practice in 2004, where he still consults as an optometrist today. Over the past 15 years he has been the business relations advisor and spokesperson to Transitions Optical, Cooper Vision, Alcon, AbbVie, Allergan Aesthetics, Essilor, Hoya, Zeiss, UJ, UKZN, UFS and lectured at various national conferences and roadshows. The ongoing time spent with patients in consultation, connections with industry suppliers and actively working together with over 800 practices, enables a holistic approach to understanding the current challenges facing the eyecare sector. Of greatest importance is his ability to work together with industry leaders and build innovation to improve eye care delivery, customer experience and practice sustainability.

From a young age, Russell has been passionate about extreme sports and the outdoors, with a remarkable track record in barefoot water skiing, Ironman triathlons, Comrades marathons, trail running, expedition adventure-racing and snowboarding. He continues to pursue his passion for extreme sport but also indulges in Lego, woodworking, cheesemaking and charcuterie. He lives in Port Elizabeth and is married with two sons.