

NEIL TOWNSEND APPOINTED MD AT BIRMINGHAM OPTICAL GROUP

Neil Townsend has been appointed Managing Director of the Birmingham Optical Group, promoted from Operations Director.

Now in his 14th year with the Group, Neil was part of the Management Buy Out in 2006 and is committed to improving customer service and aftercare for the company's Nidek and Oculus customers.

His broad understanding of manufacturing optics follows experience, starting 21 years ago, as Production Manager for Phillips Optical; General Manager of Norville's specialist Gloucester laboratory, followed by the move to the Birmingham Optical Group.

"We are proud to have built the company up to be one of the largest suppliers of ophthalmic surgical and diagnostic equipment. In addition our highly respected retail and industrial lens edging systems have produced record trading figures year on year since the MBO. As a shareholder I have a great commitment to ensuring that we exceed the expectations of our customers. We are very proud to be the exclusive UK distributors for Nidek and Oculus equipment and we are striving to give the very best service that is possible," said Neil.

Neil is pictured (left) with Birmingham Optical Group CEO Chris Tyler

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