

Pascal Blaser

Dynamic – Creative – Persevering - Focused



ABOUT ME

Name: Pascal Blaser
Title: M.Sc. in Vision Science and Business
DOB: 05.08.1976
Nationality: Swiss
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Experiences: 26 Years

PROFESSIONAL EXPERIENCE

01/2021 – now

Hoya Vision Care



Medical Affairs Director Myopia, DACH / Medical Affairs Manager Myopia, Global Marketing

- Medical reviews
- KOL development
- Development partnerships with medical associations
- Pre- & Post-Launch support
- Establishment of a professional affairs teams
- Internal and ECP education, train the trainer
- Congress organization and lectures
- Leader Advisory meetings

04/2006 -02/2021



SwissLens SA - Prilly - Switzerland

Manager Sales, R&D

- Head of Marketing & Sales
- Training and management of the External-Sales and Professional-Services teams
- Business development: Open new sales channels and countries
- Over the last four years, responsibility for the R&D, clinical trials and launching of the following products on the market:
 - Soft individual keratoconus and post surgical contact lenses.
 - The Relax System – contact lenses for myopia control, clinical research, training
 - Orthokeratology, developing designs, clinical research and fitting instruction
 - 1-day silicone hydrogel contact lenses. Product search and market integration in the sales portfolio as a brand name with our own CE.
- Managing and negotiating with distributors, buying groups and suppliers
- Exhibition organization
- Product presentation at professional fairs in Europe and Middle East
- Training and product presentations at professional institutions, associations and to customers

1/2016 – now



Myopia Care – Myopia Management Project

Part-time consultant.

- Co-Founder and Developer of Myopia Care Web Application
- Algorithm development of the web app for calculating the risk of high myopia in children

09/2001 – 04/2006 Richter Optik – Munich - Germany

Manager of the contact lenses department. Co-responsible for marketing.

04/1998 – 08/1999 Nicole Diem Optik - Zurich - Switzerland

Employee at the shop.

10/1996 – 07/1997 Meerkämper Optik - Davos - Switzerland

Employee at the shop.

EDUCATION



Shaw Academy – Diploma of Digital Marketing at the online education program



HTW Aalen - Master of Science in Vision Science and Business.

Successfully completed my internship in Aalen, Germany. The title of my Master thesis: Silikon-Hydrogele material — also the future of custom contact lenses?

Achievement: 1.8 (1.0 being the highest grade)



FFA Munich - Augenoptikmeister und Staatl. Dipl. Augenoptiker - Masters in ocular optics official certification as an optician at the academy for vision optics in Munich, Germany.

3. Best in the year



BM Lucerne - Berufsmaturitätsschule Lucerne, Switzerland. High school equivalency.

Optician's apprenticeship at Winnewisser Optik Lucerne, Switzerland.

Languages



German: Mother Tongue



English: Fluent



French: Fluent

Computer Skills



Office Applications: MS Word, Excel, PowerPoint, Access, Internet Browsers Design: Acrobat



Illustrator, Photoshop, InDesign



Web: Wordpress

Social activity

IAOMC and EurOK Board of Directors Member (International and European OrthoK and Myopia Control Association) Founder and Admin of Various Facebook Groups:

- Deutschsprachige Myopie Management Gruppe (www.facebook.com/groups/1740709876230207)
- Contrôle de la myopie (groupe francophone) (www.facebook.com/groups/1068543773287722/)
- Schweizer Augenoptik Netzwerk (www.facebook.com/groups/schweizeraugenoptiknetzwerk/)
- Founder and Admin of LinkedIn Group for Myopia Management (www.linkedin.com/groups/8620404/)
- Co-Founder of German online further education platform www.optik-weiterbildung.com
- La Valencienne - neighbourhood association in Lausanne

References for Pascal Blaser

Mr. Brian Tompkins, BScHons, Optometry
Past President British Contact Lens Association (BCLA)
Owner: TK&S Optometrist Ltd, UK b.t@tksoptometrists.co.uk

Georg Scheuerer
Optometrist – lecturer
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Cornelius Berzas Dr. med.
Vice President of DAKG (German contact lens Association of Ophthalmologists)
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Developmental and Behavioral Optometry Philippines
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Nick Dash BScHons, Optometry, MCOptom, Dip SVA. Founder at SkiCPD
and Co-Founder of Myopia Care BCLA Dry Eye practitioner of the year
2017 www.linkedin.com/in/nickdash/

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