

CURRICULUM VITAE

Name:

Bradley Williams, O.D., F.A.A.O
Founder, President and Former CEO of Williams Group
8900 South 28th St.
Lincoln, NE 68516

Education:

- **Pre-Optometry, University of Nebraska**
- **M. Optometry, Illinois College of Optometry**
- **O.D., ICO**

Professional Experience:

- **September 1965 to October 1972: Private Practice**
- **November 1972 to September 1978: One of several Marketing Directors for American Optical Contact Lens Division**
- **July 1979 to December 2001: Private Practice**
- **June 1986 to October 2012: Founder, President and Former CEO of Williams Group**
- **Since October 2012: Fulfilling speaking engagements for state, regional and national conference meetings. Also, working with three co-owners providing a one-of-a-kind online education and training center called take10vision.com**

Professional Memberships:

- **Nebraska Optometric Association**
- **American Optometric Association**
- **American Academy of Optometry**

Professional Positions:

- **1978 - Legal and Legislative Chairman for NE Optometric Association**
- **1982-1983 – President of Nebraska Optometric Association**

Professional Awards

- **1979 – Nebraska Optometric Association Optometrist of the Year**
- **1984 – Nebraska Optometric Association Distinguished Service Award**

- **1994 – “Consultant of the Year” award from Irving Bennett’s Business and Practice Management Center**
- **1995-1996 – Selected as Benedict Professor of Practice Management And Administration by the University of Houston College of Optometry**
- **2011 – Recognized by “Association of Practice Management Educators” (APME) for 20 years of presenting the AOA Career Advocate college program to over 20,000 third year students**

Manuscripts:

- **Published variety of contact lens manuscripts during first 15 years of career**
- **Published variety of practice management manuscripts during last 28 years**
- **Still writing various practice management articles from time to time**

Lecture Experience:

- **Extensively throughout the nation and internationally for most of career**
- **Participated in major events such as Vision Expo East, Vision Expo West, AOA, SECO, AAO, various optometric regional and state meetings, etc.**
- **Participated in AOA Career Advocate program for 20 years speaking primarily to third year students in 15-17 optometric colleges**
- **The “Association of Practice Management Educators” (APME) has taken over the Career Advocate program and renamed it “Career Path”, so more college speaking opportunities lie ahead**

Other:

- **One of the first investigators for soft extended wear contact lenses**
- **One of the first to lecture and introduce disposable contact lenses internationally**
- **Consulted with hundreds of practitioners and staff in all areas of human resources, marketing (internal and external), financial and patient management**
- **Continue to present practice management lectures nationally**
- **Continue developing profitability and marketing niche videos for our new online education and training center, take10vision.com**
- **Spending more time with the grandchildren**