



**For Immediate Release**

**Contact:** Clay Musslewhite, PixelOptics, 540.567.5079, [cmusslewhite@pixeloptics.com](mailto:cmusslewhite@pixeloptics.com)

## **Larry Rodriguez Joins PixelOptics as Senior Vice President of Global Sales & Marketing**

**Roanoke, Va. (May 20, 2010)** – PixelOptics, Inc., the world’s first composite lens company and a leading designer of innovative ophthalmic lenses, announces that Larry Rodriguez has joined the company as Senior Vice President of Global Sales & Marketing.

Rodriguez is responsible for leading the worldwide sales and marketing organization of PixelOptics. His primary focus will be driving revenue as well as leading marketing efforts for PixelOptics’ entire product portfolio, including the landmark product *emPower!*, the world’s first electronic lens.

“Larry has a proven record of success in building brands for start-up and Fortune 50 companies, and brings a pragmatic organization and team-building approach. His drive for continuous improvement, combined with a wealth of experience, including nearly two decades specific to the ophthalmic lens industry, is an excellent asset to PixelOptics,” says William Spies, Chief Operating Officer. “Larry is a dynamic marketer with a strong entrepreneurial spirit to guide our efforts to revolutionize eyewear and improve wearers’ complete vision experience.”

As the Vice President of Sales for Southern Optical Group, Rodriguez led a team that established the company as one of the largest wholesale labs in the U.S. becoming one of the nation’s largest labs in production of Varilux PALs, AR Coatings, Transitions and Polycarbonate Lenses. Rodriguez also served as Director of U.S. Sales and European Business, Ophthalmic Lens Group for Johnson & Johnson Vision Care.

Following 16 years in the ophthalmic lens industry, Rodriguez joined Capital One as Managing Vice President of Sales and Marketing. In that role, he increased revenue from \$500 million to \$12.4 billion and grew market share from 12<sup>th</sup> to first place, market penetration from 10 percent to 76 percent and business customers from 1,800 to 18,500. His efforts earned Rodriguez Capital One’s prestigious *Circle of Excellence Award*, the company’s highest award, for his efforts in building a Strategy team that analyzed information on building patterns, competition, pricing, penetration, and potential to develop market mapping, which triggered the hiring of 350 new sales and marketing associates). He was twice awarded The Process Excellence Awards first for the development of a process called ViiP designed to drive Strategic Imperatives across Capital One and a second time for development of The Continuous Improvement Model which drives marginal improvement over high frequency that over time leads to tremendous performance gains.

Rodriguez received his bachelor's degree in Business Administration from the University of North Carolina in Charlotte, N.C. He is a member of the board of directors of Lee Investments and Ketchie/Houston, Inc. and is an equity member in Benvegna, Inc. and IPLS Consulting.

For more information about PixelOptics, visit <http://www.pixeloptics.com>.

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**About PixelOptics**

Headquartered in Roanoke, Virginia, PixelOptics is committed to “transformational innovation” in the spectacle lens industry. The company’s focus on improving the current standard of vision correction will deliver a wide range of innovative new products based on “composite lens” and innovative lens design technologies. For additional information please visit: [www.pixeloptics.com](http://www.pixeloptics.com).