

FramesDirect.com Owner Bios

Dr. Dhavid Cooper



Dr. Dhavid Cooper is Co-Founder and CEO of [FramesDirect.com](https://www.framesdirect.com), the world's largest online optical store. Dr. Cooper became a pioneer of the online optical concept when he founded FramesDirect.com in 1996.

Born in South Africa, Dr. Cooper completed his undergraduate and Optometric studies at the Witwatersrand Technikon in Johannesburg in 1978. Thereafter, he spent two years in the South African Armed Services, the first year as an officer in training and the second as a Lieutenant providing optometric services to the underprivileged in Army and public hospitals. It was during this time that Lieutenant Cooper began a welfare program to provide recycled eyeglasses to the poor and needy free of charge. For this initiative he was awarded the Surgeon General's Commendation Award.

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Dr. Cooper immigrated to the United States in 1981 and furthered his optometric studies at the University of Houston, College of Optometry. After receiving his Doctor of Optometry degree, he was invited to become an Adjunct Professor at the College and pursue a Master of Science Degree in Physiological Optics. Upon completing his MS degree in 1985, Dr. Cooper opened his first optometric practice in downtown Houston. Within 5 years, he had grown his small company into 5 successful offices.

In 1995, Dr Cooper took a yearlong sabbatical from the eyecare industry. He traveled extensively and contemplated his next venture. He had often noticed in his practices that patients had to remove their prescription eyewear in order to try on new frames. This made it difficult for near-sighted patients to see what their new glasses would look like. Also, he wanted to establish an optical business that would serve patients and customers 24 hours a day. Initially, he envisioned a network of eyewear kiosks where patients could upload their photo and see how they would look in different frames.

He soon realized that the internet was the answer. In 1996, Dr. Cooper established FramesDirect.com and began developing a virtual eyeglass try-on system.

Today FramesDirect.com, is a privately held company in Houston, Texas that provides successful online optical services to thousands of consumers around the world every month. His proprietary Virtual Try-On technology, [FrameFinder](#), is in the forefront of bringing frame selection directly and conveniently to the computers of thousands of consumers around the world.

Related Videos: [Maui Jim Sunglasses](#), [Serengeti Sunglasses Features](#), [Costa Del Mar Sunglasses](#), [Sable Water Optics](#), [Wiley X Sunglasses](#)

Related Podcasts: [FramesDirect.com CEO Discusses New FrameFinder Virtual Try On](#), [FramesDirect.com Releases New Walk-On Videos](#)

Dr. Guy Hodgson



Dr. Guy Hodgson is the co-founder, CFO and COO of FramesDirect.com, an online leader in the virtual eyewear space.

Born in Cape Town, South Africa, Dr. Hodgson received his optometric training at the Witwatersrand Technikon in Johannesburg.

During his years in the South African military from 1978-1980, Dr. Hodgson excelled as a Physical Training Instructor. After completing his studies in South Africa, Dr. Hodgson pursued a Doctor of Optometry degree at the University of Houston, College of Optometry. In 1987 – he entered residency in Low Vision Care (treatment and management of patients with visual impairments not fully treatable by conventional means) under the guidance of Dr. Randy Jose – a leader and expert in that field.

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After his residency, Dr. Hodgson spent several years specializing in Low Vision Care.

In 1988, Dr. Hodgson joined Dr. Dhavid Cooper and established a series of successful optometric practices under the name Eye Contact. Under his financial management, Eye Contact grew to become profitable and financially stable and would prove to be an attractive model for the later-to-be established FramesDirect.com.

Dr. Hodgson now serves as the CFO and COO of FramesDirect.com which he co-founded with Dr. Dhavid Cooper in 1996.

As the COO of FramesDirect.com, Dr. Hodgson manages the optical lab, overseeing quality control and production of the thousands of pairs of prescription lenses generated from the FramesDirect.com website every month. He is committed to providing state of the art eye care to the patients and customers of FramesDirect.com and constantly evaluates new lens materials and designs. In addition to overseeing the financial well being of the company, Dr. Hodgson is directly involved in staff training, and setting high customer service standards, with direct customer service involvement when necessary.

Related Video: [Dr. Guy Hodgson on the United States Postal Service video](#)

Media Contact: Richard V. Burckhardt
(713) 914-0011 x250
Skype: rburckhardt
[E-mail](#)