

## Dirk Graber – Founder and Managing Director



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Dirk Graber is managing director at Mister Spex and is particularly responsible for the Business Development, IT, Finance & Controlling, Operations and HR divisions. The 41-year old (born in 1977) founded Europe's leading online optician in December 2007.

As a young entrepreneur from Halle he worked for the Boston Consulting Group for more than two years before founding Mister Spex. He had worked for projects in the consumer goods industry, in the banking industry and in corporate development/corporate finance. His affinity for online topics dates back to his studies. During that period he completed internships at Jamba and Ebay, for example.

In 2005 Dirk Graber received his business graduate degree at Handelshochschule Leipzig (HHL), where he developed his enthusiasm for entrepreneurship. During his studies he also attended universities in Moscow and Hong Kong. Before that he had worked at Commerzbank Leipzig as part of a dual study course at the Berufsakademie Leipzig.

### **Dirk Graber about the factors of success of Mister Spex:**

“Our success is essentially based on three things: our consistent customer orientation, our excellent supplier relationships and our well-trained and motivated employees.”

### **Dirk Graber about the future of optometry:**

“These days politics, associations and health insurances determine how the issue of glasses as a medical device is being handled. Digitalization and the changing customer needs are not reflected in today's health policy. If the industry wants to be sustainable in order to ease the healthcare system in the future, online opticians must be integrated as an elementary component in it.”