



## **Country Director, Bangladesh**

Location: Dhaka, Bangladesh

July 2022

Are you ready to use your leadership, program management, business development, and operational skills to correct the vision of millions of low-income customers across Bangladesh so they can work, learn, stay safe, and care for their families?

The social enterprise, VisionSpring, seeks a dynamic and experienced country director to grow VisionSpring's pioneering portfolio of Vision Access Programs and eyeglasses sales which advances the income earning potential and livelihoods of people living on less than \$4 per day. The country director joins with an exciting mandate to scale up evidence-based programs, grow sales channels, identify and introduce innovative approaches that further advance the mission, catalyze collective action within the vision sector and with allied parties, and influence systems change globally.

According to the 2022 Ministry of Health and Family Welfare report on preventable blindness in Bangladesh, just 19% of low-income people who need eyeglasses have them. VisionSpring has worked to solve this problem in Bangladesh since 2006. Exclusively focused on the base-of-the-pyramid customer, VisionSpring is the largest provider of eyeglasses in the country.

VisionSpring first began working in Bangladesh with BRAC, establishing the world's first program to introduce presbyopia screening and reading glasses sales into the bundle of goods and services provided by community health workers. Today, the Reading Glasses for Improved Livelihoods Program is implemented in all 64 districts of Bangladesh (and in Uganda and Zambia) and will achieve the milestone of correcting the vision of two million low-income customers this year. VisionSpring has parlayed the know-how from this innovative program into the country's first pharmacy-based sales of reading glasses, and developed the Clear Vision Workplace Program which leads the field in correcting the vision of garment factory workers. Additionally, VisionSpring sells affordable eyeglasses to mission-aligned hospitals, vision centers, and NGOs to help them sustain and expand their optical services.

The country director will lead a growing team of 27 people, and is responsible for business development; program expansion and implementation; sales operations; and the execution of shared services with the support of global functional leaders for monitoring and evaluation, human resources, supply chain, finance, and marketing. The country director will cultivate high levels of mission alignment, team engagement, customer satisfaction, and the development of associated processes and culture.

This position is based in our Dhaka office and reports to the chief executive officer, located in VisionSpring's New York support office. The country director is a member of VisionSpring's global leadership team and will collaborate with colleagues in India, sub-Saharan Africa,