

Brandon Butler

Brandon Butler is the Founder and Chief Executive Officer of Artisan Lab Network (ALN), a multi-lab platform built to strengthen independent optical manufacturing and support private-practice eye care professionals across the United States.

Brandon began his career in optical in 2001 in the retail segment before transitioning into wholesale manufacturing in 2010. His early wholesale leadership roles included serving as R&D Lab Manager for Younger Optics, where he focused on lens development and lab integration, followed by a sales leadership role with Schneider Optical Machines, specializing in advanced surfacing, thin film coating, and automation systems.

He later served as Operations Director for North and South America at Hoya, overseeing integration of Hoya lens designs in independent laboratories, operational alignment, and national growth initiatives. Prior to launching his own laboratories, Brandon was General Manager of Opticraft, an Essilor laboratory, where he led operational strategy and performance management.

In 2018, Brandon founded Pacific Artisan Labs, establishing the foundation for what would become Artisan Lab Network. He expanded the platform with the launch of Peak Artisan Labs in Aurora, Colorado in 2023, followed by Pike Artisan Labs in Indianapolis, Indiana in 2025—building a national footprint centered on operational excellence, advanced lens technologies, and disciplined financial stewardship. Brandon developed one of the largest doctor-equity-owned lab models in the United States as a strategic alternative to corporate consolidation and private equity expansion, with the goal of preserving independence at both the laboratory and private practice levels.

Beyond his professional leadership, Brandon is actively involved in philanthropic outreach within Federal and State correctional facilities, supporting mentorship and character-development initiatives focused on accountability, leadership, and successful reintegration. His work is centered on lowering recidivism rates and creating pathways for skilled opticians and laboratory professionals to reenter the workforce..

It is with great respect and admiration that we honor Brandon Butler with the 2026 Goodfellow Award.