

Founder Biography
Mollie Tavel Kaback
Founder & CEO, Alternate View



Mollie Tavel Kaback is the founder and CEO of Alternate View, an innovative eye care and facial aesthetics boutique in Carmel, Indiana, that is redefining how consumers experience eye care. Built on the belief that eye care should feel like self-care, Alternate View combines comprehensive eye care, personalized eyewear styling, dry eye therapy, and facial aesthetics into one thoughtfully curated experience centered on hospitality, personalization, and whole-face wellness.

A third-generation member of one of Indiana's best-known eye care families, Mollie grew up immersed in the profession but chose to chart a different course. Rather than recreate the traditional optical model, she spent years analyzing evolving consumer expectations, wellness trends, retail experiences, and hospitality-driven service before developing the concept that became Alternate View. The result is a destination designed to challenge long-held assumptions about what an eye care experience can be.

Prior to launching Alternate View in 2024, Mollie held leadership positions spanning healthcare, optical, communications, and strategic marketing. Her career has included roles with EssilorLuxottica, one of the world's largest vision care companies, executive leadership within Indiana's largest independent eye care organization, and agency experience in public relations and strategic communications. Throughout her career, she has focused on building brands, creating meaningful consumer experiences, and helping organizations communicate with greater purpose.

Mollie is passionate about helping people see themselves - and their potential - from an alternate view. Less than two years after opening, Alternate View was named **America's Finest Optical Retailer for 2026**, becoming the first Indiana business ever to receive the industry's highest honor for an independent optical retailer. The national recognition reflects Mollie's vision of creating an experience that seamlessly blends eye health, personal style, and modern self-care into a destination unlike any other.

Mollie has been recognized as one of *Vision Monday's* Rising Stars among the industry's Most Influential Women in Optical and was honored as one of the Jewish Federation of Greater Indianapolis' 36 Under 36 for her professional leadership and community involvement. She is a board member of The Vision Council, chair of the council's Emerging Optical Leaders committee, and an active member of the Optical Women's Association. Mollie also served as a prior Board Member of the Junior League of Indianapolis, among other leadership roles. After 15 active years within Junior Leagues, she is now a sustaining member of organization, reflecting her longstanding commitment to community leadership and volunteerism.