

#MIW02025

Congratulations to the 2025 ‘Class’ of VM’s Most Influential Women in Optical



This year marks the 23rd edition of our Most Influential Women in Optical feature, an annual initiative that the *Vision Monday* editorial team looks forward to every July. Each year, we get to read about hundreds of women who have been nominated by those who admire them: employers, employees, students, mentees, family, customers and so much more. It's an honor to delve into the nominations and learn about these outstanding women—but every year we then have the hard task of choosing just a handful to be honored.

This year, we're presenting another outstanding class of 42 women who are exceling in the optical industry. These women touch all areas of our industry: they are ECPs, executives, marketing whizzes, teachers, sales

superstars and so much more. They're honored in five categories that aim to encompass what they do: Executive Suite, Rising Stars, Mentors, Innovators and Above & Beyond.

As always, in the following pages you will get to hear both from our honorees themselves and from the people who nominated them. In these profiles you'll learn how this group of women is changing the face of our industry, from how they lead to the innovations they spearhead to the patients they treat and everything in between. This year's class shows just how impactful women are in the optical industry, and honors the mark they make.

Congratulations to this year's class of Most Influential Women in Optical. We hope you enjoy learning all about them. ■

Sara Campbell, ABOC, NCLEC

EXECUTIVE VICE PRESIDENT MEMBERSHIP

Professional Eye Care Associates
of America (PECAA)
Louisville, Ky.

CHOSEN BECAUSE... “She develops and executes PECAA’s growth strategy with tremendous results. She also ensures that PECAA’s member doctors are engaged with and realizing value from their PECAA membership.”



With 30 years in the optical industry, Sara Campbell has worn many hats—paraoptometric, dispensing optician, surgical coordinator, sales rep, district manager and now executive vice president of membership at PECAA. But through every chapter of her career, Campbell’s driving force has remained constant: authentic connection.

“What inspires me most about my work is connection—with a PECAA member, a coworker or an industry colleague,” she said. “These relationships are powerful. They spark solutions, lighten burdens, create lifelong friendships and even bring healing—

both physical and emotional. At its core, connection is what makes this work meaningful.”

Campbell’s journey from filing charts in high school—for minimum wage (plus free contact lenses)—to overseeing PECAA’s sales and member services strategy is a testament to her resilience and range. Since joining PECAA in 2015, she has led the organization through record membership growth, coached emerging leaders, and launched technology that reduced member onboarding time by 60 percent, she said.

She has not only strengthened PECAA’s internal culture—she’s reshaped how member doctors experience value. Known for her mentorship, Campbell nurtures both team members and peers with equal parts empathy and insight.

“My hope is that I’ve helped shape standards, influence best practices, and inspire women to see the optical profession as a meaningful career path,” she shared.

Recognized with Kentucky’s highest civilian honor for her service to the special needs community and support for addiction counseling, Campbell continues to champion service on every level—from professional development to community impact.

SHE SAYS... “Pursue what genuinely brings you joy—because joy is a powerful compass. When you follow it, you’ll naturally attract the people, opportunities and experiences that will help you grow, both personally and professionally.”

Maggie Cline, MPH

CHIEF EXECUTIVE OFFICER

EyeCare4Kids
Midvale, Utah

CHOSEN BECAUSE... “Her leadership is hands-on, mission-driven and deeply informed by her own lived experience—making her both a visionary and a powerful advocate within the optical field.”



After serving as EyeCare4Kids’ Utah executive director for the past three years, Maggie Cline recently took the reins as the nonprofit organization’s new CEO. Today, she stands as one of the most compelling voices in vision care—a leader blending public health strategy with grassroots compassion.

“My greatest mentor has been my mom. She taught me to pursue purpose over perfection and to always lift others up as I climb,” she said.

Cline’s leadership has elevated EyeCare4Kids into a model of nonprofit innovation. With over 50,000 vision services delivered in the past year alone, she has overseen expansions in clinic operations, developed mobile outreach to shelters and refu-

gee centers, and introduced new partnerships with school districts and optometry programs.

One of her proudest accomplishments? Developing a program that provides prescription eyeglasses to the Havasupai Reservation in the remote village of Supai, Ariz., located via an eight-mile hike below the rim of the Grand Canyon—an area only accessible by helicopter. “We work with the optometrist over that area and public health nurses to provide eyeglasses for the children and adults living there,” Cline said.

Her work is deeply personal. Raised by a single mother who immigrated to the U.S. and worked multiple jobs while going to school, Cline had limited access to health care—and knows the life-changing difference a pair of glasses can make. Her background includes a master’s degree in public health, a five-year career in senior living administration, and service as Miss Utah for America Strong 2020, where she advocated for single mothers and community healing.

In every space—from nonprofit boardrooms to remote communities—Cline brings heart and clarity. Her advice to women in optical? “Find mentors, stay curious, and say yes to opportunities that challenge you.”

With vision and conviction, she’s transforming not only how care is delivered—but what leadership in optical can look like.

SHE SAYS... “Clear vision is more than eyesight—it’s hope, dignity and the power to dream.”

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Sarah R. Hecker

VICE PRESIDENT OF MARKETING
Prevent Blindness
Chicago, Ill.

CHOSEN BECAUSE... “Sarah recently celebrated her 20th year at Prevent Blindness, where she has played an instrumental role in the growth and impact of the organization. During that time, she has significantly expanded our education and awareness efforts through the growth of disease-specific awareness periods (currently at 14 campaigns across the year), infographics, and our social media presence on seven different channels.”



Sarah Hecker began her career with Prevent Blindness in 2004, having previously worked in public relations at PainePR, now known as Citizen Relations. As vice president of marketing, she oversees the marketing team, the social media and graphic design departments, media relations and communications efforts, including press releases, public relations outreach and marketing proposals.

“As I’m sure everyone remembers,

our part of the world recently experienced two amazing solar eclipses that gave Prevent Blindness a golden opportunity to educate the public on the importance of eye safety,” she said. “Our communications efforts netted the highest total number of webpage visits, media impressions, and social media views in the 117-year history of Prevent Blindness. It is one of my favorite accomplishments.”

Hecker said her inspiration comes from knowing she is part of a storied organization that truly serves the public. “Whether that be through our educational campaigns and programs, public health advocacy efforts, or the work that our affiliates and partners conduct throughout the year, the goal is to encourage those of all ages to make their eye health a priority, and help provide real pathways for access to care,” she said.

Her mentors include Jeff Todd, president and CEO of Prevent Blindness, who she said is a tremendous trailblazer, not just in the vision field but in public health in general. She said his leadership and guidance are a driving force for her and others within the organization.

SHE SAYS... “I don’t think a ‘straight path to success’ exists. There will always be curves in the road and even outright roadblocks. Lean into your intuition and keep learning. Your possibilities are limitless because there’s no one else in the world quite like you.”

Lukana Justin

SVP AND CHIEF MARKETING OFFICER
Now Optics
Delray Beach, Fla.

CHOSEN BECAUSE... “Lukana is a force of influence not only within our organization but also across the entire optical industry. She doesn’t just lead marketing; she transforms how people experience care.”



Lukana Justin began her optical career nearly seven years ago. Today, she is the senior vice president and chief marketing officer at Now Optics. During her time with the organization, she said the company has achieved remarkable progress in a short period of time, which is one of the many reasons she is passionate about this industry.

After graduation, she began her career in New York City at Young & Rubicam, where she said she learned how the combination of consumer insight, strategic thinking and storytelling could directly impact the bottom line. She applied these principles across diverse industries, including consumer packaged goods, pharma-

ceuticals and financial services.

“Drawn to the business side, I transitioned from agency to client and joined Federated Department Stores, where I was director of marketing for ready-to-wear. In those seven years, I developed a deep appreciation for the power of private brands and the value of customer loyalty,” she said. From there she joined Office Depot, where she held several marketing roles. As chief marketing officer at Now Optics, she leads customer strategy, brand, media, digital marketing, e-commerce, merchandising and call center operations.

“Since joining the organization, I’ve transformed marketing into a strategic growth engine centered around customer experience,” she said. Her inspiration comes from the opportunity to turn the impossible into reality.

At Now Optics, she said that the company operates in a truly entrepreneurial environment made possible by founder and CEO, Daniel Stanton, who champions innovation and places the customer at the heart of every decision. “His vision empowers us to lead with autonomy and purpose, guided by our I.C.A.R.E. values.”

SHE SAYS... “Raise your hand in life. Be the person that asks a question, chooses to volunteer, takes on a new assignment, provides their point of view, or supports someone else’s. Being actively present in what you do makes a world of difference, and raising your hand stretches you in ways you may never have considered before; this is how you grow.”

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WOMEN WHO HOLD POSITIONS SUCH AS PRESIDENT, VP, CEO, CFO, CIO, OR COO

Maria Lloyd

VICE PRESIDENT, DRY EYE PORTFOLIO

Harrow, Inc.
Nashville, Tenn.

CHOSEN BECAUSE... “She’s the type of woman who doesn’t settle. She doesn’t follow the status quo, but challenges convention even if it’s the harder path.”

Maria Lloyd, vice president of the Dry Eye Portfolio at Harrow Inc., has spent more than 20 years shaping the landscape of eyecare through leadership that blends a passion for both medical and optical care. Her career spans



sales, marketing, and brand development across both large-scale corporations and agile startup environments, giving her a multidimensional understanding of optical and pharmaceutical sectors.

At Harrow Inc., Lloyd leads the sales and marketing functions for Vevye, a novel prescription treatment for dry eye disease featuring a propri-

etary delivery system that enhances tissue penetration and reduces common side effects, she said. More notably, she advocated for launching it in the optometric channel—an uncommon yet strategic move that expanded early access and leveraged trusted patient-provider relationships. Under her guidance, Vevye became one of IQVIA’s (a provider of advanced analytics and clinical research services to the life sciences industry) top five pharmaceutical launches in 2024 across all therapeutic areas.

Lloyd’s impact goes well beyond product strategy. She has intentionally championed the advancement of women in eyecare, actively recruiting and mentoring female clinicians from

diverse backgrounds. “I’ve always viewed leadership as an opportunity to elevate others,” she said. “I strive to lead with integrity, create inclusive spaces, and ensure that women, especially those from underrepresented backgrounds, have a seat at the table.”

Through her service in industry groups such as Women in Ophthalmology and Ophthalmic World Leaders, Lloyd continues to cultivate a future-focused community rooted in access, equity and innovation—solidifying her role as a catalyst for meaningful change in the optical field.

SHE SAYS... “I think Steve Jobs said it best: ‘The only way to do great work is to LOVE what you do.’”

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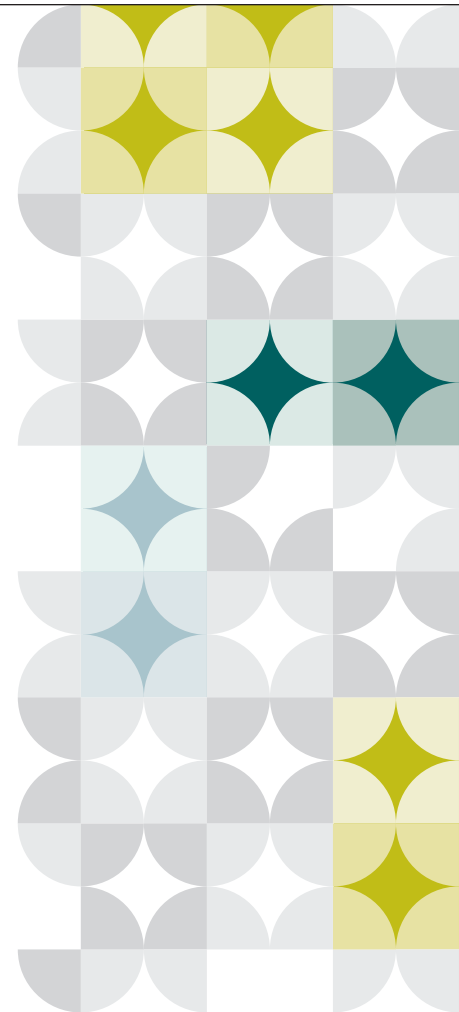
JORDAN LOYD
Director of Strategy and M&A

Congratulations to JORDAN LOYD

Europa Eyewear is proud to congratulate our own Jordan Loyd on being named one of this year’s Most Influential Women in the Above & Beyond category.

We at Europa & Eyebobs applaud all of the remarkable women who share this honor.

Thank you all for elevating our industry and shaping our future.



Svetlana "Lana" Ostrowsky

VICE PRESIDENT

Charm City Optical
Founder, MyEyeGems.com
Baltimore, Md.

CHOSEN BECAUSE... "Her influence comes from more than what she creates—it's how she makes people feel."



With over 25 years in the optical world, Lana Ostrowsky's journey began not with a business plan, but with family. As a young professional with corporate roles at Coty and Johnson & Johnson, she found herself continually drawn back to her mother's optical shop in Baltimore—a place where service meant more than sales.

That pull turned into a full-time calling. "My mom looked me in the eye and said, 'Either join me and grow this business, or follow your own path... but make a decision,'" Ostrowsky recalled.

You could say she chose the optical world, but she feels like she was

meant for this field.

Under Ostrowsky's leadership, a once-local family business became Charm City Optical, one of the East Coast's top Cartier eyewear accounts that sets the bar for luxury optical care. She expanded the boutique experience nationwide through MyEyeGems.com, blending elite designer frames with custom styling and meticulous service. While growing both the physical store and online presence, Ostrowsky also consults on operations and design to elevate elite eyewear brands in a constantly evolving market.

"In a world of chains and websites, we focus on relationships, fashion and proper medical care—always investing, always evolving," she said.

Her blend of competitive drive, customer focus and design-savvy leadership—paired with her credentials as a licensed optician—makes her a standout force in both business strategy and patient-centered care.

Ostrowsky credits her success not only to her design instincts and relentless drive, but also to the people around her—especially her mom who taught her she could do anything.

SHE SAYS... "Learn endlessly, refine constantly, and accept nothing that isn't the result of your own pursuit."

Michele Sullivan

SENIOR DIRECTOR, REGIONAL OPTICAL OPERATIONS

Walmart Stores, Inc.
(East Business Unit)
Riverdale, N.J.

CHOSEN BECAUSE... "Michele's remarkable career in optical spans an impressive 26 years, during which time she has made significant contributions across the Midwest and East Coast. Her dedication and expertise have been instrumental in shaping the field of optics, and her influence continues to grow as she oversees optical operations and eyecare for 620 locations."



Like many people entering the industry, optical found Michele Sullivan. "I needed a job, and the local optometrist had a 'Help Wanted' sign posted so I applied. I stayed because I think it's important to develop world class teams that are focused on patient health. It's also fun to see how the styles change and evolve each year."

Today, Sullivan's leadership role extends to supervising 17 Walmart Vision Center development coaches,

who are focused on teaching and training the field of optics. Under her guidance, these coaches work to ensure that opticians are more foundationally sound, enabling them to provide better patient care and improve the overall patient experience. Her primary teachings include preparation for ABO/NCLE exams and state licensure, as well as the use of lifestyle questions to ensure all patients' needs are met.

"I have always believed developing the best team I can is the key to success. I pride myself on identifying talent, working with them to obtain new skills or participating in projects at an organizational level so they are prepared to take on a new opportunity when it arises. I'm so proud of everyone I've helped to move up or find a position they are excited about."

Sullivan was also drawn to the health care-fashion side of the industry. "The thing I love the most about working in optical is that I get to be part of both the health care and fashion industry all at once. I enjoy uncovering patient needs to ensure they get the best lenses for their lifestyle along with a frame that fits well and matches their personal style. It is all very rewarding," she said.

SHE SAYS... "True leadership is about empowering others to reach their full potential, fostering growth through opportunity, and continuously striving for excellence together."

More →

April "Micki" Brun, OD

AREA MEDICAL DIRECTOR

Clarkson Eyecare
Navarre, Fla.

CHOSEN BECAUSE... "Known for her compassionate, patient-centered care, Dr. Brun's influence is already being felt across the region she serves—and she's just getting started."



April "Micki" Brun, OD, has never seen optometry as just a job—it's a calling rooted in both science and compassion. From early struggles with her own vision to shadowing a local optometrist during college, her journey into eyecare was shaped by personal experience and a deep desire to help others. After graduating magna cum laude from Florida State University and completing her doctorate at the University of Alabama at Birmingham, she's spent over a decade redefining what it means to be an attentive and impactful eyecare provider.

In 2025, she stepped into the role of area medical director for Clarkson Eyecare, overseeing 19 offices across Florida—an achievement that coincided with her recognition as the top-

performing medical director the previous year. But her approach goes far beyond these metrics.

"I am inspired to be an eyecare provider that looks at the whole person," she said. And she lives that philosophy daily—catching life-threatening conditions in routine eye exams and connecting the dots between ocular symptoms and broader systemic health issues.

Her patients trust her because she listens and looks deeper. Some drive hours just to see her, she said. A wife and mother of two, Dr. Brun is also a role model for what it means to balance purpose and family, showing future women in optometry that both dreams—professional and personal—can be achieved. Her blend of heart, diligence, and sharp clinical insight continues to make a lasting difference, one patient at a time.

SHE SAYS... "I truly love what I do and feel blessed to have found my passion in life. I invest in my patients' lives, and in turn, they invest in me which has led to a successful and fulfilling career."

Amelia Hetfield

VP OF STORE OPERATIONS

Wisconsin Vision, Heartland
Vision and Eye Boutique
New Berlin, Wis.

CHOSEN BECAUSE... "Amelia has demonstrated a keen ability to analyze data and use it to the company's advantage as we

work on strategic initiatives and decisions. She has her pulse on the day-to-day operations of the 38 locations and their respective teams."



Amelia Hetfield grew up in the optical business—her first "optical job" was washing trays in her father's lab at Wisconsin Vision. Though she initially pursued political science in college and graduated with her bachelor of arts degree, she was drawn to business and finance.

In her role as VP of store operations at Wisconsin Vision, she has led the company through significant technological advancement and modernization, including successfully launching a comprehensive telehealth program that conducted over 10,000 eye exams in its first year, demonstrating strong market adoption and operational execution.

Beyond her operational leadership, Hetfield is an active member of The Vision Council and serves on the organizations' program committee for their annual Executive Summit.

"Vision drives quality of life, and being part of an industry that directly impacts how people experience the world is both a responsibility and an

opportunity I take seriously," she said. "This field demands constant adaptation. New technologies, evolving patient needs, and shifting market dynamics mean there's no room for complacency. The complexity keeps me sharp, and frankly, I wouldn't have it any other way."

Hetfield said what drives her professionally is being positioned at the leading edge of technological transformation.

"While other industries have been disrupted by innovation, vision care is just hitting its stride, leading initiatives that modernize processes and expand access to care means building the infrastructure that will define this industry for the next decade," she said. "The opportunity to shape that future, to drive meaningful change that improves patient lives at scale—that's what gets me up every morning."

She said her father, Andy George, is her mentor, noting his integrity first and foremost. "He looks out for all of his employees and goes above and beyond to guide and help them. 'Would Andy do that?' is always playing in my head when I have to make a tough decision. He's our Atticus Finch, the moral compass of the company," she said.

SHE SAYS... "Success isn't a zero-sum game. There's always room for more seats at the table."

More →

Kendall Hoy

MARKETING SUPERVISOR

Eyefinity and VSP Optics
(VSP Vision)
Seattle, Wash.

CHOSEN BECAUSE... "Kendall influences every person she collaborates with, including the people on her team, by helping others recognize their unique strengths and how they can harness them to make a positive impact in the industry. Her influence and success are multiplied by that of each person she's helped shine."



Kendall Hoy began her optical career five years ago when she joined the Eyefinity team as a marketing communications intern. After graduating from Washington State University in 2020 with degrees in strategic communication and marketing, she rejoined the Eyefinity team full-time as a content specialist, focusing on creating a variety of resources for eyecare professionals related to practice technology, efficiency and more.

She currently oversees the Eyefinity and VSP Optics marketing content

team. When considering her accomplishments, Hoy always comes back to how she's been able to empower her team to succeed and grow by developing processes that make it easier for all of them to work together.

"Throughout my time at Eyefinity/VSP Optics I've also challenged the way we think about social media and explored new ways to maintain our position as an industry leader by showing up authentically and showcasing what makes us special: our team and the value/differentiated products and services we provide eyecare professionals," she said.

Hoy draws inspiration from the opportunity to always learn something new. "No day is the same, and each project/campaign brings new opportunities to learn and adapt," she said. "I sit in a unique position in VSP Vision, where we create innovative practice technology and lens solutions that help ECPs deliver exceptional care to their patients."

She said it is critical that the industry continues to recruit and empower young people to join the eyecare industry, adding that she feels incredibly lucky to have had the opportunity to serve as a mentor in the VSP Vision Intern Program for the last two years.

SHE SAYS... "Be curious, ask the questions, and make yourself heard. Being young and new is your secret advantage and gives you an in to learn as much as you can from as many people as you can. Not only will this make you a better leader, teammate, and friend, but it also makes work and life much more fun."

Maddie Langston

DIRECTOR OF MARKETING

IDOC
Atlanta, Ga.

CHOSEN BECAUSE... "Maddie is a true innovator, known for her ability to challenge the status quo and introduce forward-thinking solutions that drive meaningful change. As a strong people leader, she fosters a culture of trust, collaboration and accountability, empowering her team to excel."



Maddie Langston has been in the optical industry for nearly a decade, beginning her career at IDOC, a membership service organization for ODs, as a marketing consultant working closely with independent optometry practice owners and managers to coach them on their local marketing strategies. Through hundreds of conversations, she quickly realized that many of them needed more than guidance, they needed a trusted partner with marketing expertise to help them execute and grow, she said.

"In response, I developed a comprehensive suite of marketing serv-

es for IDOC members, including social media management, website creation, SEO, Google Ads and print design. I built and led a talented team of specialists who directly support member practices with these services," she said. As a result, last year, she was promoted to the role of director of marketing for IDOC where she now leads a dynamic team that supports IDOC's mission to empower independent optometrists with the tools, resources and community they need to thrive.

She said she finds inspiration in the opportunity to support and empower small business owners, adding that independent optometrists are incredibly passionate and dedicated—they choose this career path to provide exceptional patient care and to own and operate their practices on their own terms.

"Before joining the industry, I didn't fully appreciate the important role eye exams play in detecting broader health issues. Learning more about the life-changing impact optometrists have on their patients inspired me to support them in meaningful ways," she said. "They face countless challenges, from hiring and financial management to staying current with digital trends and maintaining work-life balance."

SHE SAYS... "I always did something I was a little not ready to do. I think that's how you grow. When there's that moment of 'Wow, I'm not really sure I can do this,' and you push through those moments, that's when you have a breakthrough."

Sara LeMay, OD

CONSULTATIVE OPTOMETRIST

Retina Associates of Kentucky
Ashland, Ky.

CHOSEN BECAUSE... "Dr. LeMay's influence is multifaceted—rooted in her clinical excellence, her growing expertise in retinal care, and her commitment to educating and inspiring peers through digital platforms."

Sara LeMay, OD, has practiced optometry for 14 years, but her journey into the optical industry began 22 years ago. While in college she worked in a private optometry practice where she gained



experience in ophthalmic lab work, patient work-up, testing and vision therapy. When she was a student at Southern College of Optometry, she joined the organizational board for Student Volunteers of Optometric Service to Humanity (SVOSH), organizing volunteer clinics in South America, Europe, Central America and the Caribbean.

"I have always been passionate about volunteer work—I was a participant with the Special Olympics and their Opening Eyes program, which provided free eye examinations to each athlete," she said. She is a member of the American Optometric Association, the American Academy of Optometry, and the Kentucky Optometric Association, and has participated in leadership programs while remaining involved with the interests of eyecare at the local and national level. "My career path has allowed me to develop my eyecare skills by practicing in variable settings," she said.

In her current role, she runs a retina clinic in Eastern Kentucky in the Appalachia region, which she noted is an

underserved region within the medical community. She believes that every day she has a chance to give back to those in need.

She noted several mentors who helped her reach her career goals, including Dr. Bill Reynolds, who first introduced her to a career in eyecare. "He is undeniably a true leader and advocate for optometry and therefore had a huge impact on me. I have also had the wonderful opportunity of working with several talented optometrists in a group OD setting that have continued to support me in practice, most notably Kate Reidell, OD, Plattsburgh, N.Y.; Stan Hatch, OD, Philadelphia, Pa.; and Blair Germain, OD, Rochester, N.Y.

Recently, I have been mentored

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CONGRATULATIONS to our own Sarah Hecker, Vice President, Marketing for being named one of the Most Influential Women in Optical

For over two decades, you've been passionately championing the Prevent Blindness mission – sharing our story and advancing eye health education across the optical industry, the nation, and beyond.

With appreciation and pride,
Your friends and colleagues at Prevent Blindness

Sarah,

We could not be more proud of your accomplishments professionally and personally. Your hard work, dedication, and commitment touch so many lives and are a huge reason why you are so loved and adored.

Congratulations, and thank you for being the very best for us and giving your all every single day!

With much love and gratitude,
Dave, Ashley, and Amanda



WOMEN WHO ARE 'UP-AND-COMERS' IN THEIR CAREERS AND COMPANIES

through the challenging field of retina by accomplished vitreo-retinal surgeons: John Kitchens, MD, Blake Isernhagen, MD, and Aaron Ricca, MD.”

SHE SAYS... “Keep your mind open and don’t be afraid of change. If someone tells you that you cannot do something, by all means, do not believe them.”

Halle Lindsey

TERRITORY MANAGER, NORTHEAST

Avulux
Aventura, Fla.

CHOSEN BECAUSE... “She has consistently demonstrated herself to

be extremely capable in whatever has been thrown her way. She has always outperformed her duties.”



In three short years, Halle Lindsey has emerged as a compelling advocate for innovation and proactive care in optometry. With a foundation in health promotion from the University of Georgia, Lindsey entered the optical world unexpectedly—pivoting from ambitions

in public health to a dynamic role in vision care after spotting an opportunity on LinkedIn. What began as a job at Visioneering Technologies, Inc., quickly evolved into a mission.

Her early work supporting adoption of extended depth of focus contact lenses laid the groundwork for a purpose-driven career.

Today, she serves as territory manager for the Northeast at Avulux, manufacturer of migraine and light sensitivity lenses, helping providers incorporate the first clinically proven lens for managing migraine and light sensitivity—two widespread issues that often go unaddressed in exam rooms. She is making her mark by bridging science with real-world clinical care and helping providers seamlessly integrate new

solutions. Her digital fluency, relatability, and drive have positioned her as a leader who champions smarter, more modern, patient-centered practices.

What sets Lindsey apart is her ability to connect with both established and emerging providers. “I’ve found that I can bridge the gap,” she said. “I bring a relatable, forward-thinking perspective that resonates across experience levels.”

Her story proves that great impact doesn’t come from having it all figured out from the start—it comes from curiosity, courage and the willingness to jump into something new.

SHE SAYS... “Our industry is built on people, and the relationships we foster will often open more doors than a resume ever could.”

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Congratulations

Maggie Cline
Chief Executive Officer

For being honored as one of Vision Monday’s
2025 Most Influential Women in Optical

Thank you for championing the gift of sight for all!

To learn more, visit EyeCare4Kids.org



Kelly Piotti

SENIOR VICE PRESIDENT OF OPTICAL AND RETAIL

Hilco Vision
Mansfield, Mass.

CHOSEN BECAUSE... "Kelly exemplifies what it means to be a dynamic, forward-thinking leader in the eyecare industry, with a rapid career progression that reflects both her exceptional capabilities and her strong potential for even greater impact... Her impact on our organization and the eyecare industry is only just beginning, and her trajectory promises a future of continued excellence."



Kelly Piotti began her career in the optical industry in 2006 as a product manager for safety eyewear at Honeywell Safety, where she discovered a passion for developing safety eyewear that would be both protective and stylish. She enjoyed many of the technical aspects of that work, spending hours with engineering and design teams to learn as much as possible—time that helped hone her career into one "built on innovation, customer focus and cross-functional collaboration," she said.

That foundation has carried over to her work at Hilco Vision today, where Piotti leads the end-to-end commercial strategy and execution across optical and retail operations, product development and customer experience. With a role bridging so many teams, Piotti is a leader with a deep dedication to cross-functional collaboration, team development and mentorship.

Piotti is known at Hilco for approaching every challenge with curiosity and a focus on creating solutions that scale. She said, "I aim to create lasting value—not just for the business, but for the people it serves. I take pride in leading with empathy and clarity, building cross-functional trust, and keeping customer and patient outcomes—like healthy vision—at the heart of everything I do."

SHE SAYS... "Own your seat at the table. Speak with clarity, act with intention, and trust the value you bring. Lead with curiosity, act with intention, and rise by lifting others."

Judy Quinones

TEAM LEAD LICENSED OPTICIAN

LensCrafters
ADJUNCT PROFESSOR

Raritan Valley Community College
Bridgewater, N.J.

CHOSEN BECAUSE... "Her strength and optimism serve as a beacon of hope to many and deepen her impact as a men-

tor, educator and leader. Judy is, without question, a rising star—one whose influence and contributions have already made a significant mark on the optical community, and whose future shines brightly."



Judy Quinones began her optical journey in the fall of 2020 and was a licensed optician by December 2022. In just five years of work in the optical industry, Quinones has already made an impressive impact, and her honors show it: she is a 2024 OWA Leadership Scholarship Award recipient, a 2024 winner of ClearVision Optical's Adira Grant Program, a 2022 NFOS College Bowl winner, and a 2022 OAA Grant recipient. In 2022, she was also awarded the Raritan Valley Community College Award for Academic Excellence in Ophthalmic Science.

Quinones said she'll never forget the "magic" of making her first pair of glasses and loves how her work helps make a difference in people's lives every day. Alongside her opticianry work at LensCrafters, each of Quinones' roles involve mentorship, advocacy and "contributing to the shaping of the profession's future," in some way, she said. At her alma mater, Raritan Valley Community Col-

lege, Quinones organized the school's first-ever Optical Career Fair, where she helped connect students, apprentices and licensed opticians with top industry employers.

Being a mentor herself, Quinones said she is especially grateful to the mentors she's had over her career so far, which include Dr. Brian Thomas, Cira Collins, Dibby Bartlett and Judy Lew.

SHE SAYS... "Get involved—at every level. Your school, your state association, national organizations, and the broader industry all offer opportunities for growth, networking and impact. Opticianry didn't just give me a career, it gave me a calling. What began as a path forward became a passion with a deep commitment to bring clear vision to every corner I can reach, because everyone deserves to see their world at its best."

Dana Reinhardt, OD

OPTOMETRIST AND CENTER DIRECTOR

Treehouse Eyes
Bethesda, Md.

CHOSEN BECAUSE... "Dr. Reinhardt has challenged herself over the last year to share her knowledge more broadly and has delivered CE nationally to hundreds of ODs on myopia management, in addition to in person events in the metro Washington D.C. area. She also serves as a key opinion leader with Treehouse Eyes, helping other optometrists who have

clinical or practice implementation questions to improve their service delivery.”

Dana Reinhardt, OD, runs the Bethesda, Md., location of Treehouse Eyes, a full-time pediatric myopia clinic. This work is full circle for Dr. Reinhardt, who was enrolled in vision therapy at age 8 when she received her first pair of glasses. Although she originally studied biomedical engineering in college, Dr. Reinhardt said she found her way into optometry through wanting a more interactive job, and now that interaction is one of the parts of her job she is most passionate about.



Alongside myopia management for children and young adults, her passion lies in educating other optometrists, parents and “quite frankly anyone who will listen” about myopia management. She explained, “Many parents are still unaware that there

are alternatives to just prescribing stronger and stronger glasses every year for their children. I don’t think we’ve cracked the code on how to get the message out that there’s another level of care available to these children.” Spreading this message is a large part of her life’s work.

Dr. Reinhardt finds her career extremely rewarding, especially because she gets to help kids keep their eyes as healthy as possible and offer them freedom to engage in certain sports and other hobbies with specialty contact lenses. “Many of our patients’ parents are also myopic, and many bring up how they wish this treatment was around for them as a

child,” she said. “My hope is that this generation doesn’t have to say that.”

SHE SAYS... “Finding your passion isn’t always easy, but it’s worth the journey. Stay open to new experiences, even if they push you out of your comfort zone. Lean on mentors and colleagues for guidance and talk to as many people as you can about your career goals. You never know how one connection might change your future.”

More →

Congratulations...



Sara LeMay, O.D.

OPTOMETRIST
RETINA ASSOCIATES OF KENTUCKY



April “Micki” Brun, O.D.

OPTOMETRIST AND AREA MEDICAL DIRECTOR,
CLARKSON EYECARE (NAVARRE, FLA.)

... on being recognized as two of the Most Influential Women in Optical 2025.

Thank you for all you do to elevate eye care!

Kelly Rosemann, ABOC

NATIONAL TECHNICAL TRAINING MANAGER – ECP AND MVC SPECIALIST

Hoya Vision Care
St. Louis, Mo.

CHOSEN BECAUSE... “With her natural leadership, infectious enthusiasm, and unwavering commitment to elevating those around her, Kelly is widely regarded as a rising star within Hoya. Her ability to inspire, educate, and lead by example has made her an indispensable contributor today and a future leader to watch as she continues to grow her influence and impact across the organization.”



With over 20 years of experience in the optical industry, Kelly Rosemann, ABOC, has worked in both corporate and independent ECP environments. Now, as national technical training manager at Hoya Vision Care, she develops and leads training programs that equip ECPs with the knowledge and confidence to deliver personalized care. This includes

facilitating ECP workshops across the country, supporting Hoya’s new hire onboarding academy several times a year, presenting ABO technical lectures on national stages and more. This September, she will present three ABO technical courses at Vision Expo West.

Rosemann said she is inspired to help people see more clearly “not just through lenses, but through the lens of possibility.” By helping ECPs connect more meaningfully with their patients, Rosemann is playing a part in improving both the patient and the doctor’s daily life, a ripple effect that she said fuels her. She also loves how often the optical industry evolves, noting, “There’s always something new to learn or a different path to explore. That kind of growth and variety keeps me challenged, engaged and inspired.”

SHE SAYS... “Don’t wait around for permission to lead—grab it! Say yes to the opportunities that make you nervous but excited. Find people who push you, believe in you, and have your back. This industry needs your voice, your perspective, and your passion more than ever... I used to let perfection hold me back, but now I know that aiming for practically perfect is where real growth begins. Learning to get comfortable with being uncomfortable has been the game changer this past year. Perfection is the chase, but progress is the journey that shapes you.”

Stacey Soltis

REGIONAL SALES MANAGER

WestGroupe
Plattsburgh, N.Y.



CHOSEN BECAUSE... “Stacey exemplifies what it means to be an influential force in the optical industry. With nearly two decades of experience spanning retail and wholesale, she brings a deep understanding of the business from the ground up. Her impressive track record—earning the President’s Club award for seven consecutive years, spearheading the development of a national direct sales force, and being named one of the Top 50 Women in Optical by the OWA in 2023—reflects both her dedication and leadership.”

As regional sales manager for WestGroupe USA, Stacey Soltis leads a team of field sales representatives. Her wide range of responsibilities include the recruitment, training and mentoring of sales professionals, ongoing coaching, establishing and growing relationships with eyecare professionals, representing WestGroupe at both national and regional events, business development and growth, and acting as liaison with optical alliances.

As a manager, Soltis continues to drive impact through her mentorship, strategic thinking, and passion for empowering others in the industry. Her influence is felt not only in her

sales results, but in the teams she leads and the culture she helps shape.

“I am very fortunate that I have had several mentors that have influenced me throughout the years,” said Soltis. “Special individuals who helped me along the way, and that assisted in my growth and development, have allowed me to shine. One mentor that will always be at the top of the list is my mother, she is the strongest person I know, and she taught me how to be the person I am today.”

She added, “I feel I’ve been able to make a difference by always delivering what I promise, whether it is to a customer, prospects, my sales representatives or my colleagues. I demonstrate, with my work ethic, strong values and leadership, what is possible and what it takes to build a successful career.”

SHE SAYS... “Your work ethic is your signature on the world. Make it one that opens doors not just for you, but for everyone who follows your example.”

More →

Tatiana Stewart

PUBLIC RELATIONS SUPERVISOR

VSP Vision
Rancho Cordova, Calif.

CHOSEN BECAUSE... "Tatiana is a born storyteller and strategic communicator who has helped elevate VSP's earned media approach. From optical trade media to consumer, business and health outlets, she's been a creative force in bringing more awareness to the importance of annual eye exams through engaging patient stories that humanize all things eyecare."



Tatiana Stewart has worked in the optical industry for almost six years. She brings with her 15 years of experience in public relations and strategic communications. Currently, she's the public relations supervisor at VSP Vision, where she leads the organization's public relations team and helps set media strategies that raise awareness of VSP Vision's lines of business, the importance of eyecare and the

products and services the company provides to its clients, members and doctor network.

"I'm especially proud of the storytelling we do around VSP's commitment to bring access to eyecare and eyewear to communities in need through VSP Eyes of Hope," said Stewart. "My team has recently helped secure positive placements for VSP Vision in *Forbes*, *CNBC*, *Associated Press*, *Pure Wow*, *Washington Post*, and of course in *Vision Monday*. I've also worked on exciting projects like VSP's partnership with the American Diabetes Association and our collaboration with The SHERRI Shepherd Show."

Stewart is also inspired by the power of communication to drive meaningful change in the optical industry. "We're not just talking about eyewear, we're advocating for access to vision care, health equity, and innovation that helps power how people see the world around them. Being able to tell those stories, and amplify the patient and doctor voices behind them, is incredibly fulfilling."

SHE SAYS... "Be a driver and a go-getter. It's rare for opportunities to be handed out on a silver platter. So, I recommend finding ways to create them for yourself. Being a driver means being bold, proactive, and willing to take the first step, even when it's uncomfortable. That's how I've built my career and it's what I encourage other women to do."

Jillian Urcelay

SENIOR EDITOR, SOCIAL MEDIA 20/20 Magazine Jobson Medical Information Newark, N.J.

CHOSEN BECAUSE... "Jillian has her finger on the pulse of the social media accounts for 20/20 magazine and *Vision Monday*. For 10 years, she's been a key player on Jobson's editorial team."



Jillian Urcelay began her career in the optical industry at 20/20 magazine a decade ago when she was hired as an editorial assistant by the publication's long-time editor-in-chief James Spina, who retired in 2023. "I owe everything I've learned over the past decade to my former editor-in-chief James Spina," Urcelay said. "Working for James has been the highlight of my career. He graciously shared with me his wealth of eyewear, magazine and design knowledge, while allowing me to learn and grow. His support has instilled within me the confidence I rely on daily."

Today, Urcelay has risen up the ranks and is now a senior editor for 20/20

magazine, responsible for guiding and setting the social media tone for Jobson Optical's 20/20 and sister-publication *Vision Monday*. On the digital side, she creates "20/20's Unboxing" and Peek videos, offering a bite-sized look at what's new in eyewear. She also writes extensively for the magazine, including feature stories and interviews, always giving 20/20 readers the inside scoop on new products and the latest trends in eyewear.

"Flipping through any issue, you can see an assortment of frames I help select in our style features each month," Urcelay said. "Working for 20/20, I'm able to flex my creative side by taking a lead role at our monthly photo shoots and at press previews and trade shows, you can find me creating content for our Instagram."

She said her biggest piece of advice for other women trying to develop their careers is to say "yes" to everything. "Attend events, travel when you have the opportunity and be the person others can rely on. I was told early in my career to always take a seat at the table. Make your presence known and don't be afraid to speak up for the things that truly matter to you."

SHE SAYS... "As a woman in this industry, I implore you to find your voice and use it. With that confidence you can find your place at the table and not only share your perspective but also make a difference."

WOMEN WHO ARE 'UP-AND-COMERS' IN THEIR CAREERS AND COMPANIES

Kathryn (Katey) Wolf

BUSINESS DEVELOPMENT REPRESENTATIVE – U.S.

Carl Zeiss Vision
Antioch, Ill.



CHOSEN BECAUSE... “Katey is influential in her client relationship management where she builds strong, long-term relationships with eyecare professionals and retail partners. She maintains regular contact to ensure client satisfaction, address concerns, and offer product updates. Katey is a trusted advisor to her customers because she understands client needs and can recommend appropriate solutions.”

Katey Wolf is an industry veteran with 15 years’ experience in the optical industry. “I never knew starting my role as a receptionist at America’s Best would lead me to where I am today,” Wolf said. “I began to move up within the organization becoming a tech, then an optician during which I became ABO certified, and then moved on to managing

multiple locations.

Wolf then spent some time in private practice as an office manager creating onboarding and training protocols as well as growing the business, but she said, “I missed the structure of a larger organization and became a business development representative back at Essilor. I then found my home as a business development representative at Zeiss.”

In her current role at Carl Zeiss Vision, Wolf travels to optical offices around the country to build relationships by supporting multiple regional retail accounts through training/education of the Zeiss products that they carry. She also advises on how these products benefit patients, cre-

ates presentations, partners with leadership to find new ways that could provide support, and develops new specialized training tools to help build the business.

“Working for Zeiss has given me the ability to follow my passion for teaching and developing others in optics, helping people grow their optical knowledge, and realize the enormous responsibility that all of us in optical can have in the lives of our patients,” Wolf said.

SHE SAYS... “Always put people first, the rest will follow.”

More →

CONGRATULATIONS KELLY PIOTTI

on being recognized as one of
Vision Monday’s 2025
Most Influential Women in Optical
in the Rising Stars category.

Thank you Kelly for your inspiration, leadership, and dedication. The programs you’ve helped shape have made such a meaningful impact for our eyecare professionals and truly reflect your passion for supporting our optical community.

All of us at Hilco Vision send our warmest congratulations to all this year’s 2025 honorees.

HILCO Vision

Creating Smart Solutions since 1956
www.hilcovision.com



Kelly Balaam

VICE PRESIDENT, SUPPLY CHAIN MARKETING

VSP Vision
Rancho Cordova, Calif.

CHOSEN BECAUSE... “Leading a team of marketers, she works tirelessly to build deep collaboration with multiple sales, product and operational teams to ensure alignment on strategy, timelines and goals.”



From her early days in agency public relations to senior leadership roles at VSP Vision, Kelly Balaam’s three-decade marketing career has been defined by one thing: purpose. With the past 11 years dedicated to the optical industry—all of them with VSP Vision—she’s fused health care, marketing, and technology into a mission-driven career. Beginning as director of marketing at Eyefinity, she now leads cross-functional marketing teams, aligning commercialization, messaging, lead generation and strategy to empower eyecare profes-

sionals.

What first drew her to the optical industry? “I’ve always been fascinated with eye health and the intricacy of the ocular vascular system,” she said. That scientific curiosity, combined with her passion for tech, inspires her to champion industry advancements that tie vision care to broader health outcomes, she said.

Balaam’s true gift lies in connecting seemingly disparate elements—optical providers, evolving tech and patient outcomes—into a seamless narrative that drives growth and elevates care. From launching key products to shaping meaningful campaigns, she’s always looked for the human impact behind the strategy.

Beyond business impact, Balaam’s legacy includes serving on multiple nonprofit boards, mentoring future leaders, and passionately supporting safety-net clinics. Her work doesn’t just resonate inside boardrooms; it ripples out to underserved communities and future generations of professionals.

“Throughout my career, I’ve had the good fortune to make a difference in the lives of underserved populations through the work I do, directly and indirectly.”

SHE SAYS... “I’m fortunate to work in a field that brings together innovative technology, marketing and health care. This is my passion work.”

Amanda Willard Delgado

SENIOR REGIONAL MANAGER, EAST

Tura, Inc.
New York, N.Y.

CHOSEN BECAUSE... “She leads by example and has developed strong relationships within top accounts in the East, while being a true mentor for sales representatives in her region. Amanda conducts business in the right fashion and is a positive reflection of Tura, Inc.”



Amanda Willard Delgado never expected that a click on a job posting would launch her into a field she’d love as deeply as dance. But 15 years after entering the optical industry—following a career as a dancer and competitive coach—she’s built a legacy of leadership defined by rhythm, resilience and results.

“There’s so much creativity in this field,” she said. “The people, the challenges—it reminds me of why I

fell in love with dance.” Willard Delgado’s early days on stage helped inform her instincts as a leader: she knows how to read the room, stay composed under pressure and help her team shine in the spotlight.

She started her optical career as a sales rep at Viva/Marcolin then moved into a training role, which led to district manager, and eventually regional manager. She spent a year as a trainer and brand ambassador at Kering, before finding her home at Tura eight years ago.

Now as Tura, Inc.’s senior regional manager for the East, she oversees 17 sales reps across eight states and Puerto Rico, and helps guide two regions through mentorship, strategy and unwavering support. She’s led her sales team to multiple Region of the Year honors and remains laser-focused on professional development. For Willard Delgado, investing in people is non-negotiable.

“My goal is to help each of them become the best that they can be,” she explained. “Sometimes it’s additional training, sometimes it’s just helping them through a tough day or time. Every interaction is unique and geared toward them. Their success is my success.”

Her advice for women in optical? Don’t wait to be noticed. “Make your goals known. Say it loud and make it happen.”

SHE SAYS... “If you stumble, make it part of the dance.”

More →

WOMEN WHO ARE TEAM BUILDERS AND DEVELOPERS OF TALENT

Linda Garry

VICE PRESIDENT, US CORE
CHANNEL CENTRALKering Eyewear
New York, N.Y.

CHOSEN BECAUSE... “Her exceptional ability to lead by example, coupled with her dedication to education and training, has profoundly influenced the growth and professional acumen of her colleagues.”

For nearly 30 years, Linda Garry has cultivated a powerful career in the optical industry—one built on relent-

less drive, humility and a passion for lifting others up. Her journey began in 1996 as an optician, where she quickly stood out for her dedication. By 2002, she had become general manager of a prestigious optical in Chicago, balancing leadership responsibilities with completing her marketing degree from DePaul University.

“I had to overcome being the youngest employee transitioning into the team’s leader,” Garry recalled. “I learned the importance of earning people’s respect and trust through hard work and humility.”

Her competitive mindset carried her into outside sales, where she rose through the ranks—winning a President’s Circle award in 2012, and after joining Kering Eyewear as district manager in 2019, she earned the “Ruby” award for top sales achievement. In 2024, she was named vice president of Core Channel Central, overseeing a high-performing team of directors and brand ambassadors. Today, she leads integration efforts

across Kering’s sales divisions, set to go live in 2025.

Garry’s greatest pride lies in developing people. “I believe I’ve made a difference by role modeling the importance of teamwork, having strong business acumen, and delivering a high level of service to our customers.”

SHE SAYS... “Live your life with gratitude and appreciation every day. Find joy and fulfillment in supporting those around you to succeed. Stay humble to know that every day you can learn and grow to become a greater asset to your team and the industry.”

More →

HER LEADERSHIP
SHAPES THE WAY IDOC
SUPPORTS ODS.

Congratulations to IDOC’s Marketing Director Maddie Langston, recognized by Vision Monday as one of the Most Influential Women in Optical. For over a decade, she’s driven growth and innovation at IDOC, leading marketing efforts and empowering independent optometry.

10 YEARS OF LEADERSHIP

MADDIE LANGSTON
MARKETING DIRECTOR

Juanita Goodyear

DIRECTOR, CUSTOMER SERVICE

Hoya Vision Care
Franklin Park, Ill.

CHOSEN BECAUSE... “Juanita is more than a leader, she is a mentor, a teacher and a true champion of people. She is, without question, one of the most influential and admired leaders within the Hoya organization.”

When Juanita Goodyear entered the optical field at a small shop in Chicago, she had no idea it would spark a 39-year career—and a legacy that now spans the entire U.S. As director of

customer service at Hoya Vision Care, she oversees performance, onboarding, and customer satisfaction initiatives that impact thousands daily.

What makes her leadership so impactful is its foundation in humility and mentorship. “It’s a privilege to be part of that journey—to guide, encourage and celebrate their milestones,”



she said of mentoring her team.

Among her major accomplishments, Goodyear played a key role in creating a customer-centric call center model that supports Hoya’s entire U.S. customer base. Additionally, her team’s ongoing initiatives are reshaping the company’s strategic processes across customer service and lab operations—standardizing procedures, eliminating inefficiencies, and improving communication, order flow accuracy and turnaround times across the network.

Known for her warmth and wisdom, Goodyear brings out the best in every team member. She’s helped shape a culture that doesn’t just serve—it uplifts. Her colleagues describe her as

a sharp strategist and someone who makes people feel deeply supported.

With nearly four decades in the industry, Goodyear’s influence reaches far beyond the systems she’s improved. She has built a legacy rooted in advocacy, people-first leadership and empowerment. Whether guiding a new hire or refining a national strategy, she is present, engaged and always willing to open doors for others.

SHE SAYS... “I find great fulfillment in helping individuals develop the skills and confidence they need to succeed. Watching someone evolve into the version of themselves they’ve always aspired to be is incredibly rewarding.”

More →

CONGRATULATIONS TO LINDA GARRY

Recognized as one of OWA’s Most Influential Women
in the Mentor category!

Your passion, unwavering support, and dedication to
developing your team continue to inspire us all.

We’re proud to celebrate your well-deserved recognition!



WOMEN WHO ARE TEAM BUILDERS AND DEVELOPERS OF TALENT

Holly Moose, OD

**CLINICAL MANAGER FOR
VIDEO-ASSISTED EYE HEALTH**
MyEyeDr.
Westerville, Ohio

CHOSEN BECAUSE... “She’s a creative thinker, who has helped MyEyeDr. solve health care deserts. Her partnership with our doctors has improved access to care and evolved how our doctors practice in remote environments.”

Dr. Holly Moose’s career reflects an extraordinary fusion of scientific rigor, clinical excellence, and visionary leadership in the evolving landscape of optometry. With a Ph.D. in



biomedical sciences and an OD from The Ohio State University College of Optometry, Dr. Moose began her career immersed in eye development research.

As her career progressed, Dr. Moose brought her expertise to refractive surgery and later rose to leadership roles, overseeing clinical performance and directing best prac-

tices. In 2021, she joined MyEyeDr., drawn to the organization’s clinical standards and broad scope of practice opportunities.

Today, she leads as the clinical manager for video-assisted eye health, helping shape the future of remote optometry. Her work intersects clinical excellence and innovation within eyecare and ensures quality care for patients while empowering remote optometrists with the tools and support they need to succeed.

“The impact on the evolving perception of remote care standards is perhaps the most exciting part of my career,” she said. “This advocacy for remote optometric care will become increasingly valuable as we meet the

needs of a growing population with ocular health needs.”

Under her leadership, remote eyecare is not only more accessible but also held to high standards of excellence. With her blend of clinical insight, creative thinking, and leadership, Dr. Moose is shaping a future where meaningful, high-quality eyecare reaches farther than ever before.

SHE SAYS... “Let your passions drive you and go to where they intersect. Mine are excellence in patient care and implementation of new ideas to improve access to care. Since my role allows me to integrate both, it is maximally gratifying.”

More →

Congratulations, Dr. Laurie Hoffman!

**for being honored as one of Vision Monday’s 2025
Most Influential Women in Optical for going Above & Beyond!**

Laurie Hoffman, OD, FAAO, is a talented low vision optometrist who leads the low vision clinic at the nonprofit Metrolina Association for the Blind in Charlotte, NC. In this role, Dr. Hoffman has tirelessly served the blind and low vision community in NC for nearly 15 years. She has served on numerous professional boards and is a respected leader and advocate. **THANK YOU, Dr. Hoffman!**



**METROLINA
ASSOCIATION
FOR THE BLIND**

Amy Roan Moy, OD, FAAO, FNAP

SENIOR DIRECTOR OF COMMUNITY HEALTH INITIATIVES AND OPTOMETRIC COMPLIANCE

New England College of Optometry
Boston, Mass.

CHOSEN BECAUSE... “She is so passionate about ‘eyecare for all’ and seeks to inspire every optometry student she encounters to encourage them to consider a career in community health care.”



Amy Roan Moy, OD, FAAO, FNAP, has dedicated over two decades to advancing patient-centered care and shaping the next generation of optometrists through her leadership, teaching and advocacy. From her earliest days as a summer tech in a Florida optometry office, she knew that helping people see better could also help them live better.

That insight shaped every step of her journey—from her residency at the Bedford VA to her long tenure at the Martha Eliot Health Center, where

she blended clinical excellence with a deep commitment to underserved populations.

Currently serving as senior director of community health initiatives and optometric compliance at the New England College of Optometry (NECO), Dr. Moy manages half of NECO’s clinical system, focusing on partnerships with community health centers to deliver accessible eyecare across Massachusetts.

She chairs national committees for the Association of Schools and Colleges of Optometry (ASCO) and the American Academy of Optometry (AAO), and contributes to statewide health initiatives as a Massachusetts Health Council board member. In 2024, she received the ClearVision-Adira Award through the Optical Women’s Association, which helped revive a program to provide adaptive eyeglass frames to children with disabilities—an issue close to her heart as a mother of a child with Down syndrome and autism.

Whether she’s chairing national committees, mentoring clinical faculty, or pushing for more inclusive patient care, Dr. Moy remains rooted in the belief that eyecare should be a right, not a privilege.

SHE SAYS... “Use your voice boldly—even when others doubt you. Lead with purpose, uplift others through mentorship, and remember, true progress is built through collaboration, not isolation.”

Carri Rivera, FCLSA, NCLEM

GLOBAL DIRECTOR OF SALES

Bausch + Lomb Specialty
Vision Products
Bridgewater, N.J.

CHOSEN BECAUSE... “Carri served as president of the American Board of Opticianry and National Contact Lens Examiners and is currently serving as one of the founding board members of the United Opticians Association. During her tenure in that role, Carri helped [many] navigate political spaces, sharpening our points and making us more effective leaders. Most importantly, she reminds us that our voices are needed at the table and to hold the space, demand the mic and say the uncomfortable things that need to be said in the name of progress.”



Carri Rivera boasts 26 years of experience in the optical business across a variety of sectors, from working as a certified ophthalmic technician fit-

ting specialty contact lenses, to time as a faculty member at the University of Oklahoma’s department of ophthalmology. Today, Rivera oversees a global team of 15, leading worldwide sales operations for Bausch + Lomb’s materials business and custom specialty lens portfolio.

Rivera said she’s deeply grateful for the impact she’s made over the course of her career so far, helping thousands of patients regain their vision through specialty contact lenses and training fellow opticians and technicians to do the same. In addition, Rivera has served on several nonprofit boards, helping to develop education, certification and legislation for contact lens professionals worldwide.

Inspired by the guidance she’s received throughout her career, in particular from Jean Ann Vickery, Rivera said she is driven to offer support, expertise and encouragement to others, and to help others find space in their career that helps them lead a fulfilling life with a career they love wholeheartedly.

SHE SAYS... “Helping others become their best selves is my greatest fulfillment. Whether helping patients see with contact lenses or supporting my team to achieve their goals, it is deeply rewarding. I encourage you to find your passion and purpose and you will live the most fulfilled life.”

More →

VM to Celebrate 2025 'Class' of Influential Women in Optical at Luncheon Event at Expo West

NEW YORK—This year, *Vision Monday* will once again be hosting a special luncheon event and program to pay tribute to this year's roster of 2025 Most Influential Women in Optical (MIWO) on Friday, September 19, during Vision Expo West in Las Vegas. These women, along with many prior-year MIWO honorees and other guests, will be celebrated at this special event. The luncheon will take place from 12:00 to 2:00 p.m. in The Venetian Resort Las Vegas, Lido Ballroom, Room 3003. Tickets to the luncheon are priced at \$95 and registration includes the program and lunch. Go to visionmonday.com/women to register for the event.

This year's class of Most Influential Women in Optical will include women across the optical field who are leading their organizations, developing talent, climbing the career ladder, creating innovative solutions, and giving back to our communities.

"This special, one-of-a-kind event and program



in Las Vegas during Vision Expo West marks an exciting and enjoyable opportunity to connect with colleagues, enjoy time together over lunch, celebrate industry leaders and continue to build on the valued and meaningful relationships that make our industry unique," stated Anne Cooper, editorial director of *Vision Monday* and *20/20*. "We look forward to seeing you there."

The special program, marking the 23rd year of VM's Most Influential Women in Optical annual issue and special report, will recognize the accomplishments of MIWO honorees, whose achievements span an exclusive and unique group of Rising Stars, Innovators, Mentors, Executive Suite execs and those who go Above and Beyond. Be a part of the celebration as we salute this amazing group of women.

As of press time, Visionary Sponsors for the event include EssilorLuxottica, Harrow and Vision Expo. The Partner Sponsor is Zeiss. The Supporting Sponsors are Advancing Eyecare, EyeMed, Hoya, Marcolin, New England College of Optometry (NECO), the Optical Women's Association and Vision Source. For more information, or for companies and individuals interested in sponsorship, please contact James Dematteis, publisher of *Vision Monday* and *20/20*, at jdematteis@jobson.com.

—The Editors

More →

Congratulations!

Amy Moy, OD, FAAO, FNAP

Senior Director of Community Health Initiatives & Optometric Compliance
Associate Professor of Clinical Optometry
Attending Optometrist, Martha Eliot Health Center at Boston Children's

The entire NECO community is proud to see you honored as an **Influential Woman in Optical** by *Vision Monday*!

NECO | New England
College of Optometry

WOMEN WHO HAVE INITIATED NEW PRODUCTS, PROGRAMS OR IDEAS MARKING SUCCESS

Carolyn Bosworth

SENIOR PRODUCT MANAGER

Carl Zeiss Vision
Hebron, Ky.

CHOSEN BECAUSE... “She lives the core values and strategies of Zeiss, measuring her actions against both. She doesn’t do for the sake of doing; she does everything with careful consideration and planning—and always with a smile.”



After stepping away from a successful engineering and product management career to raise her children, Carolyn Bosworth returned to the workforce in 2017 with a renewed sense of purpose—and a position at Zeiss that would soon define her second act. Since then, she’s become a key player in shaping the company’s U.S. lens portfolio.

Today, she leads product launches for lens designs, coatings, materials, and sun Rx solutions, most recently introducing Zeiss DuraVision Gold UV anti-reflective coating. “I am very proud to be a part of this fantastic product which reset the standard for cleanability, durability and clarity,” she said.

It’s that mix of personal pride and technical precision that has made her a standout voice in the industry.

But her path to optics wasn’t just pro-

fessional—it was personal. As a high myope who relied on vision correction from a young age, Bosworth has long appreciated the life-changing impact of quality eyewear. That early connection blossomed into a deep commitment to delivering products that meet real market needs. Once she identifies a gap, she won’t let up until the right solution is in place, Bosworth said.

Today, she works closely with cross-functional teams to ensure Zeiss remains competitive and forward-thinking. With her passion, perseverance, and industry savvy, she’s proof of what’s possible when innovation meets intention.

SHE SAYS... “This is a great industry with many opportunities to develop and grow in your career.”

Caroline Casey

PRESIDENT

International Agency for
the Prevention of Blindness
(IAPB)
Dublin, Ireland

CHOSEN BECAUSE... “Caroline is leading global efforts to end avoidable sight loss and bring vision care to the one billion plus people around the world currently without access.”

Caroline Casey’s path to becoming president of the International Agency for the Prevention of Blindness (IAPB) is anything but conventional—and that’s exactly what makes her leadership transformative. Born with ocular albinism and registered as legally



blind, Casey spent much of her early life unaware of her vision loss. She didn’t learn of her condition until age 17 and continued to “pass” as sighted for years, building a career in corporate consulting before stepping fully into her truth, she said.

At 28, she embarked on a soul-searching journey across India as an elephant handler, while raising funds for 6,000 cataract surgeries. “When I finally accepted I was blind, it supercharged my abilities,” she shared. “One billion people are unnecessarily blind because they lack access to glasses or eyecare—and we can change that in our lifetime.”

Casey’s powerful blend of personal experience and professional acumen has made her a trailblazer in disability advocacy. During her career, she launched The Valuable 500, mobilizing 500 global CEOs to take ownership of disability inclusion—a historic first.

Now in her second term as IAPB president, she’s spearheading the upcoming “Value of Vision” campaign and is building radical collaborations with governments, the private sector, and the World Health Organization. Under her leadership, IAPB isn’t just raising awareness—it’s building unstoppable momentum.

Her story is a powerful reminder: true vision isn’t just about seeing—it’s about believing in what’s possible, and leading others to see it too.

SHE SAYS... “My best advice is to find a group of individuals you can support and be supported by. When you’re trying to break new ground, particularly as a woman, having people who believe in you is invaluable.”

Alysse Henkel

VICE PRESIDENT OF RESEARCH
AND INSIGHTS

The Vision Council
Washington, D.C.

CHOSEN BECAUSE... “Alysse Henkel is driving innovation in how the optical industry uses data to adapt, grow and advocate for itself. This unique blend of academic training, cross-sector experience, and visionary leadership makes Alysse Henkel one of the most influential figures shaping the future of the optical industry today.”



Alysse Henkel joined The Vision Council in 2021 after having worked in nonprofit research and analytics. Henkel spent more than 10 years at Goodwill’s national headquarters, leading the evaluation of their social service programs, as well

More →

WOMEN WHO HAVE INITIATED NEW PRODUCTS, PROGRAMS OR IDEAS MARKING SUCCESS

as completing a two-year fellowship with the Strategic Data Project at the Center for Education Policy Research at Harvard University.

In her current role, she leads the market research team and was responsible for the redesign of the overall Vision Council market research program, now known as the inSights program, which launched in 2022.

“Part of my work has involved modernizing the research team’s technology and data infrastructure so that we can produce timely, relevant reports that are useful to the industry. I work with our members to understand their research needs, as well as with clients on custom research projects, and I regularly present our research findings to press and industry leaders,” she said.

She noted that one of the things she appreciates about the optical industry is that even though healthy competition exists, colleagues across companies are unfailingly generous with their time and insights. “I’ve learned so much from my colleagues at The Vision Council, from the members I work with regularly, and our board members. Coming into this role without a lot of industry knowledge was intimidating, and my colleagues were so helpful in getting me up to speed,” she said.

Even at a young age, Henkel knew she wanted to work in the eyecare industry. In the fourth grade she had to write a report about what she wanted to be when she grew up. “I wrote about wanting to be an optometrist, since it appealed to my academic nature, and I also thought that I would be able to design eyeglass frames, which appealed to my artsy side,” she said.

SHE SAYS... “Instead of waiting for the perfect opportunity to come along, see what’s possible to create for yourself. I’ve found that being open to trying new approaches, learning quickly, experimenting and iterating usually leads to growth.”

Hilary Lewinson

**DIRECTOR OF FRAMES MERCHANDISING
DOCTOR ALLIANCES
EssilorLuxottica
Dallas, Texas**

CHOSEN BECAUSE... “She regularly goes the extra mile. She’s a team player, mentor, perfectionist (in the best way), and a driving force behind meaningful change in optical retail strategy.”



Hilary Lewinson has spent nearly two decades shaping the optical industry through strategic vision and an unrelenting passion for eyewear. Beginning her career in 2007 as a global trade marketing specialist at Oakley’s corporate headquarters, she swiftly progressed into senior leadership roles.

After a brief pivot away from the industry, she returned with renewed energy in 2018, joining Essilor of America to advance their frames program. Through her leadership, Frame Dream, a portal specifically designed to streamline frame orders for members of

Vision Source, evolved into a dynamic merchandising model for practice operations to improve patients’ experiences. Her hands-on approach has not only built critical vendor partnerships but also helped reshape how frame assortments are developed and delivered.

Today, she serves as director of frames merchandising, doctor alliances at EssilorLuxottica, driving the programs that support over 1,500 practices and span more than 4,000 SKUs across 60+ brands. In addition, Lewinson curates marketing strategy and trade show experiences that elevate the Frame Dream program—most notably delivering a 5,000-square-foot showcase at this year’s Vision Source Exchange in Denver.

With a deep appreciation for mentoring, collaboration, and forward-thinking strategies, Lewinson continues to make a difference in how optical businesses perform and how teams thrive.

SHE SAYS... “It’s the meaningful relationships that make our industry so special. Find your people—and never underestimate the power of a tight-knit team. Seek mentors, take risks, and stand firm in what you believe. Above all, lead with authenticity—there’s strength in being exactly who you are.”

Nwamaka Ngoddy, OD

**OPTOMETRIST, FOUNDER AND CEO
Anwuli Eyewear LLC
Atlanta, Ga.**

CHOSEN BECAUSE... “She is reshaping the eyewear industry through a powerful blend of inclusion, representation and self-expression.”



From her early days growing up in Atlanta as a first-generation Nigerian American, Nwamaka Ngoddy, OD, knew she wanted to make a difference. Though her initial sights were set on medical school, a friend’s suggestion to explore optometry led her down a path that would intertwine health care, fashion and advocacy in powerful ways.

After completing her doctor of optometry degree and a rigorous residency in ocular disease, Dr. Ngoddy opened her practice, Eye Totally Care, in 2013. The practice, now operating as Eye Serve, was born from her desire to bring accessible, high-quality eyecare to communities most in need.

Providing essential services to underserved metro Atlanta communities became her mission. But over time, another need became just as clear: representation in the eyewear industry.

That spark led to the birth of Anwuli Eyewear, her own line of size-inclusive, fashion-forward frames that honor the beauty of facial diversity. “There’s power in being seen,” Dr. Ngoddy said. “I want people to not just see better, but to feel seen—authentically and fully.”

Her work has earned national acclaim, including Best Emerging Brand at Vision Expo East in 2025 and first place in The Workshop at Macy’s

WOMEN WHO HAVE INITIATED NEW PRODUCTS, PROGRAMS OR IDEAS MARKING SUCCESS

program.

Beyond entrepreneurship, Dr. Ngoddy is an ambassador for representation and empowerment. Her industry affiliations, with Black Eyecare Perspective and the National Optometric Association, underscore her advocacy for equity. She also mentors emerging professionals and contributes her expertise to influential initiatives like Project NOW.

Whether she's leading her clinical team or sketching her next frame design, Dr. Ngoddy's approach remains personal, purposeful, and rooted in the commitment to helping individuals gain clear sight—of the world, and of themselves.

SHE SAYS... "Diversity enhances the human experience."

Shannon Olsson

**NORTH AMERICA PRODUCT
MANAGER**
Ocuco Ltd.
St. Louis, Mo.

CHOSEN BECAUSE... "Her career path has given her a comprehensive, 360-degree view of the optical landscape. She seamlessly connects clinical understanding with technical implementation, translating complex requirements into effective solutions that resonate with both practitioners and developers."

Shannon Olsson's remarkable 33-year journey through the optical industry reflects a rare blend of technical expertise, visionary leadership, and deep-



rooted commitment to patient care.

Beginning her career at the front desk of Clarkson Eyecare, Olsson quickly rose through the ranks—earning MVP and President's Awards—as she cultivated both people and process. Her strategic vision gained further momentum at EyeCare Partners, where she launched the organization's first Project Management Office and led the Growth and Integrations Group, becoming instrumental in large-scale operations, compliance

and IT security.

Currently, as North America product manager at Ocuco Ltd., Olsson is guiding the launch of Acuitas 3—the industry's first fully native omnichannel EMR and practice management system platform in the U.S. This innovative solution gives clinicians, opticians, and the entire business the tools they need to support patient care.

What makes Olsson truly influential isn't just the tech she builds—it's who she believes it's for. "True innovation comes from a deep understanding of both the business and the people it serves," she said. "Every feature we build affects real people."

Maintaining her optician's license and actively contributing to professional organizations like the Optical Women's Association and Health Care Compli-

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**Thank You
Lukana Justin**
SVP, Chief Marketing Officer



Bringing visionary leadership and unwavering dedication to Now Optics since 2019, Lukana is transforming eye care with passion and innovation.

Your commitment to accessible and patient-focused care, combined with technology and strategy, has elevated our brand and set new industry standards, and we are proud to have you in our Now Optics family.

Your innovation, excellence, and focus on patients inspire us daily and shape the future of optical care.

WOMEN WHO HAVE INITIATED NEW PRODUCTS, PROGRAMS OR IDEAS MARKING SUCCESS

ance Association, she also continues to mentor up-and-coming leaders and shape the future of eyecare. With her long list of achievements and dedication to elevating others, Olsson exemplifies the modern optical leader: grounded in care, driven by vision, and committed to progress.

SHE SAYS... "You know more than you think you do. Trust yourself, embrace mistakes as lessons, and never stop learning."

Michelle Skinner

CHIEF PROVIDER & INDUSTRY SOLUTIONS OFFICER

VSP Vision
Rancho Cordova, Calif.

CHOSEN BECAUSE... "The way she leads. And the results she achieves."



Michelle Skinner's career began in sales for Altair Eyewear, and has grown over the past 30 years to touch many areas of the broader VSP Vision enterprise, including serving as the company's first-ever chief growth officer. Now, she leads a team focused on delivering doctor value and supporting the optometric profession, which includes delivering

financial value to private practice doctors, supporting optometry's next generation, regional education and training.

Skinner said she found her way into the optical world because "helping people see felt like a tangible, meaningful way to make a difference," and is inspired by supporting doctors as they care for their communities. In addition to helping doctors, which in turn helps patients, Skinner is also inspired by helping those around her grow into their leadership journeys, especially coaching young leaders as they grow into their own.

In helping younger leaders grow into themselves, Skinner looks back at the mentors she's had. Mentors who "challenged me, gave me opportunities I wouldn't have chosen on my own, and

pushed me outside my comfort zone. Those are the moments that stretched me and I'm grateful because they helped shape who I am today."

Doctors have always been at the center of Skinner's work, as has supporting the profession of optometry with a focus on innovation, fueling private practice success and improving access to quality eyecare. She makes a point to show up consistently with empathy and understanding, supporting her doctors and teams through periods of economic uncertainty, rapid change and success.

SHE SAYS... "Don't wait to be fully ready before you raise your hand. You can grow into the next role by being curious, courageous and confident. Say yes to what scares you a little—the roles that stretch you are the ones that shape you."

More →

CONGRATULATIONS!

Amelia Hetfield

Vision Monday's Most Influential Women in Optical - Rising Stars



Priscilla Chang, OD, FAAO, IACMM

SENIOR MANAGER, MYOPIA MANAGEMENT, PROFESSIONAL AND ACADEMIC AFFAIRS

CooperVision
Los Angeles, Calif.

CHOSEN BECAUSE... “She plays a key role in supporting CooperVision’s MiSight 1-day initiatives, helping drive adoption of myopia management across a wide range of practices.”



For Priscilla Chang, OD, FAAO, optometry isn’t just a profession—it’s a personal mission shaped by her grandparents’ struggle with serious vision challenges. “Witnessing their challenges underscores for me how essential sight is to independence and quality of life,” she shared.

This formative experience propelled her into a career rooted in purpose, clinical excellence, and dedication to advancing eyecare. With over 11 years of experience in the optical field, Dr. Chang now leads national myopia management strategies at CooperVision, focusing on expanding access to care and professional edu-

cation. She is transforming how practitioners approach pediatric myopia through interactive tools, professional partnerships and cross-functional collaboration.

Dr. Chang’s residency training in ocular disease, combined with her track record as an award-winning clinical sales consultant, speaker and educator, enables her to bridge science, communication and implementation. She has developed axial length reference tools, led workshops on Paragon CRT and MiSight 1-day contact lenses, and actively engages with thought leaders to shape the standard of care nationwide.

Her influence extends beyond CooperVision: Dr. Chang volunteers for the Power of Sight Foundation, serves in leadership roles with the Los Angeles County Optometric Society, and mentors the next generation of optometrists. Grounded by community and fueled by compassion, she’s making an indelible mark on the industry—one patient, one practitioner, one program at a time.

Her advice to others? “Don’t wait to feel ‘ready’—step into opportunities with confidence,” she said. “Your perspective is valuable, your voice matters.”

SHE SAYS... “Seeing the positive outcomes and knowing that I’m helping shape the future of eyecare through clinical education and innovation fuels my passion.”

Lauren (Laurie) Hoffman, OD, FAAO

LOW VISION OPTOMETRIST Metrolina Association for the Blind Charlotte, N.C.

CHOSEN BECAUSE... “She has dedicated 15 years to providing specialized low vision services to people who have been diagnosed as blind/low vision.”



Lauren Hoffman, OD, began practicing low vision optometry in 2011 after completing a residency in geriatric optometry and low vision rehabilitation. She is a fellow of the American Academy of Optometry and a member of the low vision section of the academy. She is also a member of the American Optometric Association Vision Rehabilitation Section and the North Carolina Optometric Society.

Dr. Hoffman works with patients that have low vision or are legally blind and provides low-cost eye exams to patients without insurance. She is also a preceptor for fourth-year optometry school students and she oversees students from the Central Piedmont Community College Oph-

thalmic Medical Assistant Program who rotate through her office’s low vision clinic.

“I am very passionate about low vision and the work that I do. Helping those who are visually impaired be able to read again or do meaningful tasks they never thought they’d be able to do again is extremely rewarding. I love being part of improving someone’s quality of life and increasing their independence,” she said.

Dr. Hoffman attributes her success to her mentors, including her low vision professors at UAB School of Optometry, Dr. Marsha Snow and Dr. Dawn DeCarlo. She also recognizes the influence of her former residency director, Dr. Patti Fuhr, who inspired her love for low vision.

She said wearing glasses since she was in the second grade helped drive her desire to have a career in eyecare. “I love being able to help others in this unique way and be able to educate them and their families,” she said. She noted that finding success in the eyecare field comes down to the importance of shadowing experts in the field, and said she tells her students that “real-life low vision” is so different from what you learn in school.

SHE SAYS... “Vision loss is one of the hidden disabilities, and it’s up to us as primary eyecare providers to bring awareness to it.”

WOMEN WHO HAVE LED THE WAY IN GIVING BACK TO THE INDUSTRY, THEIR PATIENTS AND THEIR COMMUNITIES

Katie Hohl

DIRECTOR OF PROVIDER EXPERIENCE

EyeMed Vision Care
Cincinnati, Ohio

CHOSEN BECAUSE... “Katie is one of those exceptional professionals who doesn’t just complete the work, she elevates it. Her unwavering passion for enhancing the experience of our providers shines through in every initiative she leads, with an impact that extends well beyond daily operations.”

Katie Hohl began her eyecare career nearly 12 years ago when she joined EyeMed Vision Care and began working



in the marketing department supporting sales and account management with their broker and employer go-to-market strategies.

“Since 2022, I’ve had both my most challenging and most fulfilling role at EyeMed—a great opportunity leading our provider experience team and reimagining what it means for network providers to work productively and suc-

cessfully with EyeMed,” she said, adding that her goal in this role was to foster responsiveness, collaboration and a relentless focus on improvement.

She says it can be easy to get bogged down in the day-to-day responsibilities, adding that you need to dig deep to see what’s beyond the provider relations and operations aspects of the work.

Hohl believes that her inspiration comes from being fortunate to have been surrounded by smart people who have helped her along the way. She has been inspired by “people who have really shown me what it means to be a change agent and leader. People who have led by example and who didn’t have to share their expertise with me but chose to help mold the next gener-

ation of leaders. They showed me the importance of investing in people, because that is exactly what they did for me,” she said.

Hohl believes that in order to make a difference in the field, you need to take a beat and learn to listen. She said she is forcing herself to be comfortable working in the grey. “I am not the smartest person in the room, nor is everything black and white. Consistent learning has been key to knowing how to drive the right change within our provider experience, department processes and interactions,” she said.

SHE SAYS... “Being authentic is the pulse of purpose. Diverse perspectives drive growth.”

More →



CONGRATULATES

ALYSSE HENKEL

for being named one of **Vision Monday’s**
Most Influential Women in Optical 2025
in the **Innovator Category**



Terri Johanson

VICE PRESIDENT OF FIELD SALES, OAKLEY AND COSTA
EssilorLuxottica
Denver, Colo.

CHOSEN BECAUSE... “She leads by example, inspires confidence, promotes individual growth, and always thinks several steps ahead—making her an invaluable force behind Oakley and Costa’s continued innovation and success.”



Terri Johanson has been in the optical industry for nearly 30 years, and she has called Oakley home for 25 of those years. She began her optical journey in retail, earning her ABO/NCLE designations during her first year in the industry. Johanson said she stumbled into the industry while living in Hawaii when she saw an opportunity for a licensed optician that seemed compelling.

“I was asked to manage a small team and discovered that I enjoyed that part of the business. I joined Oakley at the early stages of its optical business and had the honor of being a part of the company’s major stages of growth in optical. I started as a

manager in the Rx group when it was pretty small, then moved into a brand manager role where I worked directly with the sales, product and marketing teams,” she said.

Johanson currently leads two sales teams for Oakley and Costa brands. She said it is inspiring to be part of two brands that are so rich in sports culture and lifestyle.

“There’s real joy in working with brands that have built passionate communities around them, both internally and externally with our customers. What energizes me most is being surrounded by people who truly love what they do, who are constantly pushing boundaries together,” she said.

Johanson’s chance to work with a wide range of leaders and colleagues has offered her many opportunities for inspiration. She said some have been very inspiring, people-centric leaders, while others have challenged her in different ways. “I’ve taken something from every single experience, and my own work style is a collection of all those lessons,” she said. She is surrounded by an incredibly talented team and is proud to have supported many of them in their growth, helping them build success, develop confidence, and invest in their awesomeness, she said.

SHE SAYS... “I believe the best leaders grow alongside their teams—learning together and inspiring better action at each step. Throughout my career, I’ve been driven by those who never settled and always pushed their own boundaries.”

Jordan Loyd

HEAD OF M&A AND STRATEGY
Europa Eyewear
Vernon Hills, Ill.

CHOSEN BECAUSE... “She is often referred to as our ‘all-star, Swiss Army knife’—she can play any role and willingly jumps in wherever she’s needed. She is bright, curious and works with a sense of urgency toward her goals.”



With just over eight years in the optical industry, Jordan Loyd has carved a remarkable path defined by strategic acumen, fearless leadership, and an unwavering commitment to growth—both personal and professional. Starting her career as a commercial program leader at Essilor of America (EOA) in 2017, Loyd quickly distinguished herself through high-impact commercial programs and her sharp dealmaking skills.

Her talent was soon recognized with admission to “Comet,” a global accelerated leadership program, where she deepened her expertise and expanded her global network. In 2019, she was awarded President’s Club, in recognition of landing new

account business for EOA.

As her journey progressed, Loyd led corporate development and digital transformation initiatives across fast-growth markets, eventually joining the Europa Eyewear platform in early 2024. Currently, she serves as head of M&A and strategy with support in operations leadership in a growing business landscape that recently brought on investment partners Blue Point Capital. In these roles, she leads the acquisition and integration of independent frame companies into the Europa platform.

Loyd’s strength lies in her authenticity, self-awareness and intention. Her advice for others entering the optical field is twofold: invest in people and develop your emotional intelligence.

“Being ‘smart’ is table-stakes, especially for young women,” she said. “But it’s your ability to navigate relationships, influence with empathy, and lead with self-awareness that will set you apart and accelerate your growth.”

SHE SAYS... “I believe in speaking truth to power and living life with vigor. That’s where real impact and growth begin.”

More →

Dee Pace

EXECUTIVE DIRECTOR
Professional Opticians
of Florida
Crawfordville, Fla.

CHOSEN BECAUSE... “She has demonstrated exemplary leadership, innovative thinking, and an unwavering commitment to the success of Professional Opticians of Florida and the broader opticianry community. She keeps us all informed and actively engaged in the profession’s future.”



From finance to the forefront of opticianry, Dee Pace has carved out a remarkable path through leadership, innovation and heart. Initially brought into the Professional Opticians of Florida (POF) to overhaul their financial systems, Pace quickly found herself captivated by the people and passion of the optical field. What started as a short-term engagement evolved into a career-defining journey, culminating in her appointment

as executive director in 2018.

In her leadership role, Pace has redefined the organization’s continuing education model and under her guidance POF conferences have evolved from routine credentialing events into high-energy, community-driven experiences that engage and inspire opticians. Attendance has surged, culminating in a record-breaking 700 attendees at the 2024 Summer Showcase. She also pioneered the “CEs on the Seas” initiative—an education cruise designed to unite opticians nationwide while supporting other state associations through a groundbreaking partnership model.

What sets Pace apart is her drive to foster national collaboration and a shared vision for the profession’s future.

Raised with the values of resilience and integrity as a Cuban immigrant, Pace attributes much of her drive to her father, who instilled in her the courage to lead boldly.

For Pace, the impact goes beyond logistics and planning. It’s about creating meaningful moments for opticians—celebrating their work, lifting their voices, and building a stronger, more connected profession.

SHE SAYS... “When you lead with passion and purpose, the right people and opportunities will follow.”

Mary Tarantino

MARKETING MANAGER
ClearVision Optical
Hauppauge, N.Y.

CHOSEN BECAUSE... “Mary’s influence is felt across the organization. She is often the researcher for presentations, the brainstormer for new content, and the engine that powers our campaigns. She has an unflappable ability to adapt and lend steady support in any situation, which makes her a true anchor on the team. Whether covering for someone who is out on leave, when a project changes direction, or if we need extra hands to meet a tight deadline, Mary is the first to step up and help without hesitation.”



Mary Tarantino is a true industry veteran, having spent 23 years in the optical industry, all with ClearVision Optical. As marketing manager, she helps lead the planning and execution of strategic marketing initiatives that drive brand visibility and customer engagement.

Her role at ClearVision spans project

management, campaign development and content strategy, overseeing end-to-end project timelines, managing campaign execution, and ensuring that deadlines are met. “I also manage all point-of-purchase and gift-with-purchase materials, including displays and promotional items, handling everything from sourcing and inventory to production. With a wide range of responsibilities, I often serve as the team cheerleader, project trafficker, and the glue that holds our marketing initiatives together,” Tarantino said.

She added, “What inspires me most about my work is the opportunity to be creative every day while making a meaningful impact. I’ve always been driven by the desire to help people, whether it’s through supporting my team, or giving back to the communities around us.”

Tarantino believes that ClearVision’s culture has always been the perfect environment for that inspiration to thrive. “It encourages innovation, values collaboration, and fosters a genuine commitment to making a difference, not just in business, but in the lives of our customers and communities. Being part of a company that aligns with my values makes my work feel purposeful and fulfilling every day,” she said.

SHE SAYS... “Having a strong sense of community, inside and outside your organization, makes all the difference. Surround yourself with people who lift you up, challenge you to grow, and remind you that you don’t have to do it all alone.” ■