

Global Myopia Awareness Coalition Elects 2021 Board of Directors

St. Louis, Mo., January 29, 2021—The Global Myopia Awareness Coalition (GMAC), an advisory board under the World Council of Optometry, is pleased to announce its 2021 Board of Directors. Formed in 2019, the coalition comprises leading ophthalmic companies and eye health associations focused on the clear need for increased public awareness about childhood myopia (nearsightedness or short sightedness). The GMAC 2021 Board of Directors includes:

- Juan Carlos Aragon, GMAC Chair. President, CooperVision Specialty EyeCare
- Matt Oerding, Immediate Past Chair & Marketing Committee Co-chair. CEO & Co-founder, Treehouse Eyes
- Lisa McAlister, Marketing Committee Co-chair. Global Myopia Lead, Johnson & Johnson Vision
- Kovin Naidoo. Senior Vice President, Social Impact, Africa & Latin America, Essilor
- Millicent Knight, Senior Vice President, Customer Development Group, Essilor of America
- Bill Scott, President, Jobson Healthcare Information
- Marc Ferrara, CEO of Information Services, Jobson Healthcare Information
- Raul Trillo, Chief Commercial Officer, Nevakar Inc.
- Tony Sommer, Senior Vice President, Sales & Marketing, Visioneering Technologies Inc.
- Scott Mundle, Immediate Past President, World Council of Optometry

Founded with a mission to “promote public awareness of childhood myopia as a treatable disease through direct-to-consumer channels and awareness with governments, NGOs and other health care associations,” GMAC does not advocate for specific clinical approaches. Instead, it’s designed to stimulate public interest and prompt parental conversations with eye care practitioners.

“I’m proud to serve as chair of GMAC, helping build on an ever-growing body of work to advance awareness among parents about childhood myopia,” says Dr. Aragon. “Being part of a movement that has the potential to improve millions of lives is incredibly motivating and inspiring. We know that no company can do this alone, but together we are making a difference that will be felt for generations.”

###

About the Global Myopia Awareness Coalition (GMAC)

The Global Myopia Awareness Coalition (GMAC), formed in early 2019, is composed of leading ophthalmic companies and eye health associations that agree on a clear need for greater public awareness about childhood myopia. GMAC serves as an advisory board under the World Council of Optometry (WCO). Together, we are focused on increasing consumer awareness of childhood myopia—including its risks and treatment options. We want to help change the behaviors of parents and encourage them to do the same with their children. We hope to make parents of myopic children more receptive to recommendations from their eye care professionals, and to increase the time children spend outdoors and decrease the time they spend on screens. And lastly, we seek to influence policy at the national and global level to make clinical and health promotion activities possible.

Media Contact

Garryn Marlen, World Council of Optometry

+1.314.983.4106 or garryn.marlen@worldoptometry.org