



## **CooperVision Specialty EyeCare Names Ledonna Buckner and Christine Moufarrej to Technical and Marketing Roles**

**SAN RAMON, Calif., April 12, 2021**—To support the continued growth of [CooperVision](#) Specialty EyeCare customers, the group has promoted Ledonna Buckner to Head Technical Advisor and hired Christine Moufarrej as Head of Marketing, EMEA.

“Ledonna and Christine add new perspectives and expertise that will be invaluable as we continue to deepen relationships and expand our presence and impact worldwide,” Dr. Juan Carlos Aragón, President, CooperVision Specialty EyeCare.

Buckner—who has nearly four decades of industry experience—most recently served as Mid-Atlantic Regional Account Manager for [Blanchard](#), as well as a trainer for the CooperVision Specialty EyeCare commercial sales and consultation teams. She is now responsible for educating and training the team of technical advisors on all specialty contact lens categories, so they can consult with eye care professionals (ECPs), helping them to be more confident and successful in their fitting and prescribing choices. Buckner is replacing Robert Martin, who held the position since the founding of Blanchard in 1986.

She is a licensed dispensing optician, a Fellow and board member of the Contact Lens Society of America (CLSA), a master of contact lens technology in the National Contact Lens Examiners, and member of the ABO/NCLE board of directors.

In her newly created role, Moufarrej is responsible for further developing the CooperVision Specialty EyeCare marketing strategy and operations across Europe, the Middle East, and Africa. Previously, she held various positions at pharmaceuticals manufacturer STADA, most recently holding the position as the Group Marketing & Business Development Manager in Dubai. Earlier, she served in product management and sales roles with Grünenthal Group and Algorithm Pharmaceuticals.

CooperVision Specialty EyeCare develops, manufactures, and provides access to a portfolio of industry leading soft custom and rigid gas permeable lens designs, including orthokeratology and scleral lenses to address segments such as myopia management, irregular cornea management and presbyopia management. Its steady voice, ongoing research and innovative products and services play a leading role in expanding care worldwide. The group’s brands include Blanchard, GP Specialists, Paragon, Procornea and Soflex.

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**About CooperVision**

CooperVision, a division of CooperCompanies (NYSE:COO), is one of the world's leading manufacturers of contact lenses. The company produces a full array of daily disposable, two-week and monthly soft contact lenses that feature advanced materials and optics, and premium rigid gas permeable lenses for orthokeratology and scleral designs. CooperVision has a strong heritage of addressing the toughest vision challenges such as astigmatism, presbyopia, childhood myopia, and highly irregular corneas; and offers the most complete portfolio of spherical, toric and multifocal products available. Through a combination of innovative products and focused practitioner support, the company brings a refreshing perspective to the marketplace, creating real advantages for customers and wearers. For more information, visit [www.coopervision.com](http://www.coopervision.com).

**About CooperCompanies**

CooperCompanies ("Cooper") is a global medical device company publicly traded on the NYSE (NYSE:COO). Cooper operates through two business units, CooperVision and CooperSurgical. CooperVision brings a refreshing perspective on vision care with a commitment to developing a wide range of high-quality products for contact lens wearers and providing focused practitioner support. CooperSurgical is committed to advancing the health of women, babies and families with its diversified portfolio of products and services focusing on medical devices and fertility & genomics. Headquartered in San Ramon, Calif., Cooper has a workforce of more than 12,000 with products sold in over 100 countries. For more information, please visit [www.coopercos.com](http://www.coopercos.com).

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