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Transitions Optical Appoints Mathieu Arsenault as Channel Marketing Manager, Canada

PINELLAS PARK , Fla., June 23, 2022 – Today, Transitions Optical Canada has announced the hire of Mathieu Arsenault as Channel marketing manager, Canada. In this role,



Arsenault will oversee responsibilities including developing and implementing key account marketing strategies that align with retailers and partners in Canada to build the Transitions® business, planning and managing consumer marketing and many more leading key initiatives.

“Mathieu's previous experience as the Transitions brand manager at Essilor Canada for the last three years gives us great confidence that he will excel in his new position as Channel marketing manager of Transitions Optical Canada,” says Isabelle Tremblay, Director of sales and Marketing for Transitions at Essilor Group Canada. “His strong knowledge of the Transitions brand, diverse marketing skills, and experience managing key accounts make him an important asset to the Transitions team.”

Arsenault's experience includes over 20 years in the marketing industry with a strong set of marketing skills including managing and securing product launches, developing B2B,

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B2B2C and B2C marketing strategies, as well as planning and identifying key creative assets and messaging. Prior to his current role with Transitions Canada, Arsenault worked as Transitions brand manager for Essilor Canada, marketing product manager at L'Oreal Canada, and freelance marketing with Adh rence Marketing.

About the *Transitions*® Brand

Transitions® eyeglass lenses and shields set new standards of advanced performance to provide ever increasing visual comfort and optimum harmful blue light protection, and always blocking 100% of UVA and UVB rays. Product leadership, consumer focus, and operational excellence have made the *Transitions*® brand one of the most recognized consumer brands in optics. For more information about *Transitions*® *Light Intelligent Lenses*™, visit Transitions.com or Transitions.com/en-canadapro/.

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NOTE: For high resolution images, please contact Michael Battisti at 724-987-2640 or Michael.Battisti@redhavas.com.