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Transitions Academy 2022 Showcases "Eye Care Love Forever"

ORLANDO, Fla., June 2, 2022 – The 25th Transitions Academy will bring together over 850 industry experts from 45 countries around the world this week at the J.W. Marriott Grande Lakes in Orlando. Attendees will learn about Transitions latest strategic projects and participate in professional development and product technology seminars, hear from experts and educators on marketing and industry trends, and learn from their colleagues and partners at the three-day, invitation-only event, which is themed "Eye Care Love Forever."

Chrystel Barranger, president EMEA wholesale, EssilorLuxottica and president Essilor photochromics and Transitions Optical, will begin Thursday morning's opening session by welcoming attendees from around the world to Transitions Academy and discuss the new reality of the optical industry. Following the opening remarks, Coralie Barrau, senior photobiology scientist, innovation manager for light management, R&D EssilorLuxottica, will discuss light management science, and Brian O'Neill, vice president, global innovation, technology and operations, Transitions will share how the 100% renewed *Transitions*[®] portfolio offers tailored solutions to meet patient needs. Charlotte Hamel, global marketing vice president, Transitions, continues the Thursday morning session with a focus on style and showcasing *Transitions*[®] collections. To close the morning session, Hamel will highlight the consumer journey and how to build awareness, consideration, and conversion around *Transitions* lenses.

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Thursday's curriculum will continue with four options for **industry and professional development elective sessions**:

- **Be Inclusive to Better Serve Patients**, Dr. Diana Canto-Sims, O.D., Buena Vista Optical; Dr. Essence Johnson, O.D., Parkland Hospital, Black Eyecare Perspective; Dr. Janette Pepper, O.D., Southern College of Optometry; Dr. Devin Sasser, O.D., Eye Clarity Vision; and Arlene Segovia, marketing manager of trade communications, Transitions.
- **Become a Master of Storytelling**, Shawn Devine, senior and master facilitator, Training Edge.
- **Latest Design Trends to Recommend in Style**, Paula Donnelly, vice president, advanced product development, EssilorLuxottica; Meredith Feldman, strategic account manager, wholesale, Transitions; Sheena Taff, optician and optical blogger, Roberts & Brown Opticians; and Lucile Van Deuren, retail marketing manager, Europe, Transitions.
- **Leadership: The Dynamics of Communication**, Eckerd College Leadership Development Institute.

Thursday afternoon begins with a **keynote** from disruption strategist Shawn Kanungo. Kanungo's keynote "**Bold Ones: How to Innovate and Disrupt Ourselves**" explores how individuals can apply the innovations and disruptions occurring around them to become more dynamic and valuable. Attendees will close the afternoon with another industry or professional development elective of their choice:

- **Become a Master of Storytelling**
- **Embracing Our Phygital World**, Chris Bell, global digital junior brand manager, Transitions; Fahem Ben Messaoud, global vice president digital, business innovation, strategic projects and IT, EssilorLuxottica; Steve Noble, chief strategy officer, Grey Midwest; and Elizabeth Wales, associate and manager, key accounts, Transitions.
- **Leadership: The Dynamics of Communication**
- **Unlock Your Potential with the *Transitions* Portfolio**, Jessica Hoch, business development manager, Transitions; Lucie Laborne, global brand manager,

Transitions; and Barbara Ann Sharon, training, learning, and development consultant, Training Edge.

Transitions Academy continues on Friday with a presentation on how Transitions is a catalyst for growth, beginning with a panel moderated by Chrystel Barranger and featuring perspectives from eyecare lovers:

- Ernesto Diaz, president LATAM wholesale, EssilorLuxottica
- Dr. Essence Johnson
- David Rips, president and CEO, Younger Optics
- Fabrizio Uguzzoni, president North America wholesale, EssilorLuxottica
- Walid Elali, GM Magrabi Lens Innovation Center, UAE

Following the panel, Fahem Ben Messaoud, Eric Pecceu, senior vice president and general manager, global sales, Transition, and John Schubach, global director, lenscaster sales, Transitions will share how partners can be successful with Transitions based on results from 2021 and 2022. Regional highlights that can inspire global activations will also be shared from the Transitions Optical team including:

- Marielle Collombat, marketing director Europe, Transitions
- Rose Harris, senior associate director, channel marketing, Transitions
- Vanessa Johns, marketing director LATAM, Transitions
- Michelle Sabo-Sherwood, associate director, marketing, U.S., Transitions
- Isabelle Tremblay, director of sales and marketing, Transitions, Canada

Additional Transitions team members will continue the general session with presentations on best practices for accelerating growth with the *Transitions* portfolio, education, elevating the patient experience in-store and online, and recommending to all eyeglass wearers a complete pair of eyeglasses with frames and lenses. Presenters include:

- Chris King, global associate director marketing education, Transitions
- Kayla Worthy, marketing Manager, trade shows and events, Transitions
- Stephen Tackett, senior marketing manager, North America channels, Transitions
- Pierre Devie, commercial director EMEA, Transitions

The general session concludes with Transitions team members celebrating the **career and achievements of José Alves**, general manager of the America as he retires from Transitions Optical after over 30 years with the company. Alves first joined the company in 1991 as a production manager. Since then, he has held many roles across the organization and played an integral part in growing Transitions Optical in Latin America, advancing to general manager in 2004. In 2015, Alves was appointed as general manager of Americas where he overlooked the North America region and global channel management while still retaining his responsibilities for Latin America. Alves has been known for his energy, passion, and enthusiasm during *Transitions* events and will act as the co-host for this 25th Transitions Academy.

Friday morning continues with the following industry and professional development elective sessions:

- **Get in the Game: How to Get a Yes**, Miriam Isa, on air personality, Clevver Media
- **Latest Design Trends to Recommend in Style**
- **Unlock Your Potential with the *Transitions* Portfolio**

Friday afternoon begins with a closing keynote "**Resilience in the Face of Uncertainty**" from Ben Nemtin, author and founder of The Buried Life Movement, which speaks to how leaders and teams must dig deep within themselves to break through and find opportunity in uncertain times. Later that night, Drew Smith, Vanessa Johns, and Laurent Dosseville, commercial director Europe, Transitions, EssilorLuxottica will lead the **2021 Transitions Innovation Awards ceremony**, where the winners of the 2021 Transitions Innovation Awards will be announced.

About Transitions Academy

Transitions Academy is one of the most well-recognized and unique educational events in the optical industry. Each year, hundreds of industry professionals from across the globe attend to participate in professional development and product technology workshops, hear from experts and educators on marketing and industry trends, and learn from their peers and partners during panel discussions.

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 TransitionsPRO.com.

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