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The Optical Foundry Appoints New Chief Sales Officer for OGI Eyewear and Article One Eyewear

Minneapolis, MN (August 8th, 2022) – The Optical Foundry appoints Industry Veteran Cynthia McWilliams to Chief Sales Officer for OGI Eyewear and Article One Eyewear.

OGI Eyewear, an original Indie Eyewear label and Article One, designers of heirloom eyewear, announce that Cynthia McWilliams will join the leadership team in the role of Chief Sales Officer as OGI Eyewear plans for expansion and growth going forward. McWilliams will be responsible for leading and overseeing the development and execution of the company's sales strategy. She will work closely with all departments to deliver a world class sales team operating at the highest level of efficiency, consistency, and effectiveness for our customers. The eyewear market has seen so much change over the last couple of years and The Optical Foundry has made significant investments in new digital technologies, rebranding, revamping the collections and enhancing the customer journey to create a completely unique and profitable experience for independent eye care professionals. McWilliams will bring forth an even greater momentum within the sales team for the company and our customers to realize all the benefits of the recently refreshed OGI Eyewear.

"I am energized by the changes in the industry and the new ideas and technologies that are now available to deliver innovative products and services to optical professionals," said McWilliams. The Optical Foundry's investments and commitment to a healthy future for its partners and its total reworking of the Brands and Collections, inspired me to join the team during this very exciting phase for the company."

With over 30 years' experience in the eyewear industry, McWilliams started her journey in retailing at Lenscrafters in store merchandising and later in product development. With broad senior leadership roles inclusive of sales, retailing, product development and a proven track record for increasing revenue with wholesale divisions at Viva Group, Luxottica U.S.A. and Kenmark, we see the opportunity for her similarly to continue that success leading the sales team at OGI Eyewear.

Rob Rich, CEO of the Optical Foundry said, "To keep true to our mantra of The Optical Foundry 'Independence for Independents' we are continually looking to improve all aspects of our organization and become a better, stronger partner to our accounts. We aspire to support our customers in any facet that we can. With the addition of such a tremendously skillful and seasoned player to our OGI management team, Cynthia will be able to quickly and adeptly give us an even higher level of service and skill that very few organizations in the industry can deliver. Even fewer when you consider organizations whose sole goal is for the continued success of independent optical. "

For the past two years, OGI Eyewear and Article One Eyewear have been developing product for the changing eyewear industry. We are proud to support the independent market with quality eyewear made in Japan and Italy and designed in the U.S.A.

The Optical Foundry was founded in 2019 to curate a portfolio of brands that serve the independent optical market. The current members of the Optical Foundry are l.a.Eyeworks, OGI Eyewear and Article One Eyewear and their associate brands.

Visit theopticalfoundry.com to learn more.

Please direct The Optical Foundry media inquiries to Katja Beier at katja.beier@ogieyewear.com.