

DOYLE

· OPTOMÉTRISTES ·
& OPTICIENS

PRESS RELEASE

For immediate release

LAURENCE LANGLOIS-PARENT AU APPOINTED VICE-PRESIDENT OF OPERATIONS, THE DOYLE GROUP

November 8, 2022

Patrick Doyle, President of Doyle Optometrists & Opticians, is pleased to announce the appointment of Laurence Langlois-Parent as Vice-President, Operations — a pivotal position in the company's growth plan. To meet this challenge, she will be accompanied by a strong executive management team covering technology, finance and customer-experience leadership.

THE STRATEGIC CREATION OF A POSITION

According to Patrick Doyle, *"The creation of this new position is very much in line with our growth plan and the continuity of our business model, which features optometrists and opticians who are co-owners and operate their own clinic. Laurence's arrival will allow us to better support and equip them in their management role, as well as supporting the group's growth by guiding the organization through the next steps of its evolution."*

AN IMPRESSIVE BACKGROUND

CA chartered accountant by training, Laurence has acquired her experience in various companies by leading transformational projects in different sectors: IT, finance and human resources. She has worked in well-established companies in Quebec, such as Deloitte, the Groupe Dynamite, and the Sainte-Justine Foundation.



Patrick Doyle, president of Doyle, Laurence Langlois-Parent, vice-president, operations and Karl Brousseau, vice-president business development.

Under her leadership, she has undeniably created value within the service teams.

To this, Patrick adds, *"With her strategic thinking and leadership skills, Laurence has an impressive career path that completely fits our business needs and objectives. But beyond her skills, it is her concern for people and her business vision that will allow us to see even further ahead, and help us to stay close to all our co-owners, while achieving the growth of our network."*

Delighted by this new challenge, Laurence says: *"I now have the pleasure of working in a field that combines two sectors I particularly like — health and retail. Since my arrival, I have discovered passionate co-owners and a dynamic team, and all of them full of ideas. Together, we are stimulating Quebec entrepreneurship, while also taking care of people. What more could you ask for!"*

ABOUT DOYLE

Since 1978, Doyle's mission has been to provide personalized eye care and quality products without compromise. A proud Quebec company and 100% owned by optical professionals, Doyle now has 22 stores from Montreal to Quebec City, staffed by over 65 optometrists and 80 dispensing opticians.