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Transitions Optical Announces Appointment of Rose Harris to Senior Director of Marketing, North America

PINELLAS PARK, Fla., April 4, 2023 – Transitions Optical has announced the appointment of Rose Harris to senior director of marketing, North America. In her new role, Harris is responsible for strategic development, implementation, and integration of all Transitions marketing programs for the U.S. and Canada.

As senior director of marketing, North America, Harris will also represent the region to drive growth and to create cross-functional alignment for regional marketing strategies for *Transitions*® lenses. She will oversee the management of key channels as well as the appropriate consumer and trade marketing functions.



Harris began her career at Transitions Optical in 1991 and has served in various sales and marketing roles. For the past 5 years, she has been both senior associate director and director of channel marketing for North America. During her career, Harris has led launches of numerous generations of *Transitions*® products, driven key account marketing programs, overseen brand activations and managed education initiatives,

including Transitions Academy, one of the optical industry's most well-recognized educational events.

About the *Transitions*® Brand

Transitions® *Light Intelligent 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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