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**Transitions Optical Appoints Sara Massicotte as Key Account Manager, Retail Canada**

PINELLAS PARK, Fla., June 16, 2023 — Transitions Optical has announced the appointment of Sara Massicotte to the Transitions Optical North America Sales Team as Key Account Manager, Retail Canada. In her new role, Sara's primary responsibility will be contributing to the growth and development of Buying Groups, ILM Labs and National accounts through well-defined strategic sales and marketing plans.



"Sara joins us with diverse skills, experience and passion that will be a great addition to the Transitions team," Drew Smith, Sr. Director of North America Channels. "We're lucky to have her on our team and look forward to her future success in driving growth within the key accounts within Canada, leveraging her expertise in creative sales and marketing initiatives."

Massicotte's experience includes over 5 years of work in the optical field and 4 years of work in creative marketing and sales, focused on collaboration, communication, and maximizing resources to attain strategic goals. Prior to joining Transitions Optical, Massicotte's previous roles include Sales Consultant in the independent channel, Marketing Manager for key accounts at EssilorLuxottica and Account Manager at Procter &

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Gamble were she gained experience in managing distributors and retailers. She also worked for a marketing agency where she gained experience in developing successful marketing initiatives and strategies.

### **About the *Transitions*® Brand**

*Transitions*® *Light Intelligent Lenses*™ and shields set new standards of advanced performance to provide ever increasing visual comfort and to filter blue light for a better 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](http://Transitions.com) or [Transitions.com/en-canadapro/](http://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](mailto:Michael.Battisti@redhavas.com).**

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