



Global Myopia Awareness Coalition Unveils 2024 Board Members

Olga Prenat with EssilorLuxottica to serve as 2024 Board Chair

ST. LOUIS, Mo. – March 28th, 2024 — The [Global Myopia Awareness Coalition](https://www.myopiaawareness.org) (GMAC) today announced its 2024 Board of Directors, including a new Board Chair, and reinforces its commitment to raising awareness and promoting a greater understanding of and action to deal with childhood myopia as a treatable disease.

The newly elected GMAC Board Chair is Olga Prenat, Head of Medical and Professional Affairs, Global and EMEA, at EssilorLuxottica. The immediate past chair is Lisa McAlister, current Head of Regional Strategy & Marketing, EMEA, at Johnson & Johnson Vision.

Additional 2024 GMAC Board Members include:

Enzu Jeon, Senior Director, Global Strategic Marketing, Pediatric Eye Health Stronghold, Johnson & Johnson Vision

François Couillard, CEO, Canadian Association of Optometrists

Jennifer Lambert, Senior Director, Global Myopia Management, CooperVision

Matt Geller, OD, Co-founder & CEO, Eyes on Eyecare

Nitin Jain, President (Americas), Euclid Vision Group

Bill Scott, President, Jobson Healthcare Information

Lori Archer, CEO, UnitedHealthcare Vision

Sandra Block, OD, MED, MPH, President, World Council of Optometry

As an industry-led coalition, GMAC was founded with a mission to promote public awareness of childhood myopia as a treatable disease through direct-to-consumer channels and awareness with governments, NGOs, and other health care associations. GMAC does not advocate for specific clinical approaches. Instead, it is designed to stimulate public interest and prompt parental conversations with eye care practitioners.

“I am proud to serve as GMAC Board Chair on behalf of EssilorLuxottica and looking forward to continuing building new awareness programs in 2024. Awareness of myopia has been increasing amongst the general public and eye care professionals, but it still has different levels of maturity across geographies,” said Olga Prenat. “As a coalition, we need to continue our collective efforts to create impact, especially in increasing parental awareness as they play an essential role in influencing children’s attitudes and lifestyles.”

For more information on the Global Myopia Awareness Coalition, visit

www.myopiaawareness.org