

## **SPECSAVERS WELCOMES DR. LAURIE LESSER AS KEY ADDITION TO THEIR TEAM**

*Dr. Lesser joins Specsavers as the company accelerates their store expansion across Canada to establish itself as the optical retail leader.*

**Vancouver, British Columbia (April 22, 2024)** – Specsavers, a leading optical retailer, proudly announces the appointment of Dr. Laurie Lesser as their Head of Optometry Attraction. This comes at a time of accelerated growth and commercial success at the company, as it's become the fastest growing network of optometrists in Canada. Lesser brings an illustrious career with more than three decades of experience as an optometrist working in diverse modes of practice in both Canada and the United States.

In her capacity as Head of Optometry Attraction, Lesser will play a pivotal role in driving Specsavers' growth strategy forward to make eyecare more accessible across communities in Canada. Her proven track record for placing optometrists in rewarding careers and establishing optometry networks for emerging optical brands makes her an invaluable asset to the team.

Commenting on Lesser's appointment, Bill Moir, Managing Director of Specsavers Canada, said, "Not many individuals share Dr. Lesser's clout and experience. Her deep understanding of the intricacies of the industry will grow Canadian optometry and improve patient access to quality eyecare in step with Specsavers' continued expansion and prominence in the market."

Lesser joins Specsavers at an exciting time of growth and change in the industry. Prior to joining Specsavers, Lesser held leadership roles at national optical retailers, where she guided teams of optometrists supporting their growth as professionals.

"I am thrilled to be joining the worlds' largest optometrist owned and led company. Specsavers has shown how they prioritize eyecare by supporting doctors with the technology they need to provide earlier diagnosis leading to better outcomes for patients. I'm eager to collaborate with such a talented team. I look forward to contributing to the company's purpose of 'changing lives through better sight' while helping to shape the success of the profession."

Specsavers extends a warm welcome to Dr. Lesser and looks forward to the positive impact her expertise and leadership will have on the organization.

**Media Contact:** Jennette Leung, Specsavers Canada, [jennette.leung@specsavers.com](mailto:jennette.leung@specsavers.com)

### **About Specsavers**

Specsavers is an optometrist-owned and -led business that entered the Canadian market in late 2021. Canadians have access to comprehensive eye exams at more than 100 Specsavers locations in British Columbia, Alberta and Ontario, with stores set to open in Manitoba in the summer of 2024. As part of Specsavers commitment to accessible eyecare, every location is equipped with

Optical Coherence Tomography (OCT) technology. OCT technology enables optometrists to detect sight-threatening conditions in their earliest stages. Founded in the UK 40 years ago by optometrist husband-and-wife team, Doug and Mary Perkins, there are now more than 2,600 Specsavers healthcare businesses across 11 countries serving over 42 million patients and customers. Specsavers is driven by its purpose of "changing lives through better sight" and aims to transform the way Canadians experience eyecare by offering exceptional service, advanced clinical equipment and affordable and quality eyewear. The organization is a certified Great Place to Work™ and rank second on the 2024 LinkedIn Top Companies List in Canada.

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