



## **Introducing Eye on the Industry: The Premier Podcast for Eyecare Professionals**

Toronto, ON – April 15, 2025 – Eye on the Industry, a groundbreaking podcast for eyecare professionals, is officially launching with a mission to provide invaluable insights into leadership, industry trends, and all things optical. Hosted by two industry trailblazers, Christine Zeggil and Isabelle Tremblay, who have each spent decades shaping the industry, this podcast will serve as the go-to resource for optometrists, opticians, eyewear retailers, and leaders in optical manufacturing and technology.

With their combined expertise and passion for the field, the hosts bring unparalleled perspectives on the trends, innovations, and challenges transforming the optical industry. Each episode will feature fun, informative and thought-provoking conversations with industry experts, offering listeners a unique opportunity to stay ahead of the curve by having conversations about the topics that matter most.

“We’re creating a space for open dialogue, expert insights, and practical takeaways that will inspire and empower eyecare professionals at every level,” said Christine Zeggil, Eye on the Industry Podcast Co-Founder & Chief Curator of Optical Conversations. “From business strategies, leadership to technological advancements, we aim to tackle the topics shaping the future of optics.”

The debut episode will be recorded in March and published by the middle of April. To amplify its reach, Eye on the Industry is proud to announce a media partnership with *Optik*, a leading publication in the field.

“Eye on the Industry” brings a fresh and timely perspective to the evolving world of eyecare,” said Shan Khan, Editor-in-Chief of *Optik Magazine*. “At *Optik*, we’re proud to support initiatives that spark meaningful conversations, spotlight leadership, and keep professionals connected to the pulse of the industry. This podcast is a welcome addition to the dialogue.”

Whether you're navigating the latest eyewear trends, developing your leadership expertise, advancing patient care, or driving innovation in optical technology, Eye on the Industry is your essential roadmap to success in a rapidly evolving marketplace.

Podcast Highlights:

- **In-Depth Industry Insights:** Explore trends, challenges, and opportunities shaping the future of eyecare.
- **Expert Guests:** Hear from the brightest minds across the optical spectrum, from clinical leaders to tech innovators.
- **Practical Takeaways:** Gain actionable strategies to implement in your practice, business, or career.

Mark your calendar for the first episode, coming soon!

For more information and updates, follow Eye on the Industry on Instagram, Facebook, LinkedIn or YouTube or visit [www.eyeontheindustry.ca](http://www.eyeontheindustry.ca).

### **About the Hosts**

As veterans and trailblazers in the optical industry, Christine Zeggil and Isabelle Tremblay have dedicated their careers to driving innovation and helping shape the profession. With decades of combined experience, they bring a wealth of knowledge and a deep passion for elevating the field.

### **About Christine Zeggil**

Christine Zeggil is the Co-Founder & Chief Curator of Optical Conversations at Eye on the Industry Podcast, bringing energy, expertise, and a deep love all things optical to the mic.

With over 30 years of expertise in sales, marketing, leadership, and business development—and 25 years in the optical industry (19 of those with Transitions Optical!)—Christine currently leads as the Manager of National Key Accounts for Canada at Transitions Optical.

At the heart of Christine's success is her ability to foster strong, authentic relationships. She thrives on connecting with people—whether it's industry partners, colleagues, or on a personal level—and believes that true success comes from meaningful connections, collaboration and trust.

A results-driven leader, she has a proven track record of driving business growth and is also passionate about training and education, equipping her partners with the knowledge, technology insights, and skills they need to succeed.

Christine is equally dedicated to mentoring and coaching, helping others develop their careers with confidence and purpose. Whether she's crafting strategic programs, sharing insights on the podcast, or having a meaningful conversation over coffee, she's always looking for ways to inspire, support, and uplift those around her.

Outside of the optical world, you can find Christine on the golf course with her husband, exploring new travel destinations, or indulging her love of great food—whether trying out the latest restaurants or hosting unforgettable gatherings with family and friends.

### **About Isabelle Tremblay**

Isabelle Tremblay is the Eye on the Industry Podcast Co-Founder & Chief Curator of Optical Conversations and the President and Chief Marketing Officer of EyeNovating. She has had an incredible career driving customer engagement, brand development, and global market positioning strategies. Renowned for her ability to craft compelling brand narratives and lead high-impact marketing campaigns, Isabelle leverages her deep expertise in strategic planning, digital marketing, and integrated campaigns to deliver exceptional business results. Isabelle's proficiency in leading diverse teams and her consultative approach ensure that marketing initiatives are strategically sound and flawlessly executed. She holds a Bachelor of Business Administration in Marketing from Université Du Québec À Montréal (UQAM) and is fluent in English, French, and Spanish. She served as the Treasurer on the Executive Board of Directors for the Eye Disease Foundation and was a national ambassador for DEI. Isabelle is also the author of the book *Love, Lead, Succeed, The Supernatural Approach of Business and Life*. For more information about Isabelle, visit [www.EyeNovating.ca](http://www.EyeNovating.ca)

Media Contact:

Isabelle Tremblay

Eye on the Industry Podcast Co-Founder & Chief Curator of Optical Conversations

[Eyeontheindustry@gmail.com](mailto:Eyeontheindustry@gmail.com)

P: 416.705.2357

For media inquiries, please contact Isabelle Tremblay at [eyeontheindustry@gmail.com](mailto:eyeontheindustry@gmail.com) .