



## ClearVision Optical Announces New Strategic Account Leader



**HAUPPAUGE, NY — June 17, 2025** — ClearVision Optical is proud to announce the hiring of Jessica DiCecca as its Strategic Accounts Manager, a role focused on deepening relationships with multi-location practices and key accounts. This strategic expansion reinforces ClearVision’s commitment to independent eyecare professionals (ECPs) by identifying ways to offer value, tailored solutions, and genuine partnerships to best meet their business goals.

As Strategic Accounts Manager, Jessica offers focused, unique solutions with her customer’s profitability in mind. As a business-minded professional, she understands the challenges these practices face, particularly from her experience successfully building a territory.

"Jessica has been positioned with a clear mission: to help multi-location practices maximize their partnership through the programs, products, and promotions ClearVision has designed for this important segment of the eyecare marketplace," said Peter Friedfeld, Executive Vice President and co-owner at ClearVision Optical. "These businesses often have complex, evolving needs, and service plays a critical role in supporting their success. Having a dedicated expert who is skilled, attuned, and accountable can make a material difference."

In her role, Jessica brings a broad perspective, observing patterns across regions to understand how needs vary and where targeted solutions can drive meaningful results—whether in managed vision care, growth, capture rate, or other key areas. This insight allows her to serve as both a resource and a guide, offering credible recommendations on merchandising strategies, program utilization, private label opportunities, and value-driven profitability. Her ability to translate what she sees in the field into actionable strategies makes her a trusted partner to the practices she supports.

Jessica's responsibilities go beyond sales support. As she works in the field, engaging directly with buyers, she brings field intelligence to the organization, helping to provide customers with best practices with local impact. She also plays a key role in developing promotions, enhancing support around managed vision care, and mentoring her peers at ClearVision.

A lifelong member of the optical industry, Jessica comes from a multigenerational optical family that includes her father, uncle, and sister. She has also led training and store management at Coach, supported the launch of her husband's tech consulting business, and holds a real estate license. Her return to ClearVision, after a brief time at another industry organization, reflects her strong cultural alignment with the company's values: family, independence and a drive to serve customers with integrity.

"Jessica brings an energetic approach to building meaningful relationships and creating successful, value-driven solutions," said Jennifer Trakhtenberg, Chief People Officer and co-COO. "Her tremendous work ethic, integrity, and alignment with our ClearVision values inspire those around her to learn, strive, and achieve. We're excited to see the impact she'll make in this role."

As ClearVision continues to grow its presence and support in the field, the Strategic Accounts Manager role represents an investment in long-term partnership and scalable success. Jessica's work will help shape this model for the future, ensuring even more practices across the country can benefit from ClearVision's commitment to customer-first service.

## About ClearVision Optical

Founded in 1949, ClearVision Optical is a 76-year-old, award-winning leader in the optical industry, designing and distributing eyewear and sunwear for many of today's top brands. A privately held company, ClearVision is headquartered in Hauppauge, New York and is listed on the state's Historic Business Preservation Registry. It has been recognized as a

Best Company to work for in New York state ten times, by SMART CEO Magazine as a family business of the year, and by LI Press as a Small Family Business. It also won the Vision Monday and 20/20 Magazine EyeVote Readers' Choice Award winner for Brand Introduced in 2022 for ILLA and was chosen by readers as a 2024 Ultimate Partner. ClearVision's collections are distributed throughout North America and 20 countries around the globe. Licensed and proprietary brands include Adira, ADVANTAGE, CVO Eyewear, Demi + Dash, Dilli Dalli, ILLA, Uncommon, BCBGMAXAZRIA, IZOD, Steve Madden, and more. Visit [cvoptical.com](http://cvoptical.com) for more information.