



WORLD COUNCIL OF OPTOMETRY

World Council of Optometry Installs New President and Announces New President-Elect for the 2025-2027 Term

ST. LOUIS, October 1, 2025— Following a ceremonial transfer of the presidential medal at the 5th World Congress of Optometry this past June, Dr. Cindy Tromans (United Kingdom) was formally installed as President of the World Council of Optometry (WCO) during WCO's 2025 Virtual General Assembly on Tuesday, September 30. This transition marks the conclusion of her term as President-Elect, a position to which she was elected in July 2023, and the beginning of her leadership as WCO President.

In sharing her vision for the future, Dr. Tromans emphasized to General Assembly attendees the importance of ensuring that optometry's voice is both heard and acted upon. *"WCO is the global voice of optometry. And we don't just say that-- we need to act it,"* she said. *"We need to ensure that the potential of optometry is understood to provide sustainable, affordable, and equitable eye care."*

The General Assembly also celebrated the election of Dr. Rajeev Prasad (India) as the WCO President-Elect for the 2025-2027 term, signaling the next chapter of leadership for the organization.

"I am committed to work alongside each one of you to strengthen our shared vision for optometry globally," Dr. Prasad stated to the General Assembly attendees, *"Together, I'm sure that we will advance eye health, foster collaboration, and create a lasting global impact. I'm really looking forward to working alongside you all in this journey."*

Dr. Prasad has served on the WCO Board of Directors since 2021. Following WCO's 2022 governance change resulting in a reduced and restructured Board, he was elected as the Asia Pacific Geographic Representative for the 2023-2025 term under the organization's new leadership structure. Currently, Dr. Prasad is Secretary General of the Indian Optometry Association (IOA), President of Asia Pacific Council of Optometry (APCO), and serves on WCO's Public Health Committee.

Departing the WCO Presidents Group and Board of Directors, we acknowledge and thank Prof. Peter Hendicott (Australia, WCO President 2021-2023) for the dedication, time, expertise, and strategic insight he brought to the organization. Dr. Sandra Block (United States, WCO President 2023-2025) will continue to serve on the WCO Board of Directors for the next two years as the Immediate Past President.

The WCO Board of Directors congratulates Dr. Tromans and Dr. Prasad on their new leadership positions and looks forward to the continued growth of the organization under this new leadership.



Outgoing World Council of Optometry President Dr. Sandra Block (WCO Immediate Past President 2025-2027) and incoming President Dr. Cindy Tromans (WCO President 2025-2027) with the WCO Presidential Medal



Newly elected World Council of Optometry President-Elect, Dr. Rajeev Prasad (WCO President-Elect 2025-2027)



Newly Installed World Council of Optometry President, Dr. Cindy Tromans (WCO President 2025-2027)

About the World Council of Optometry

The World Council of Optometry (WCO) is an international membership-based non-profit organization for individual optometrists, industry professionals, and optometric organizations, that envisions a world with high-quality, accessible eye health and vision care for all people. Its mission is to advance and promote optometry, global eye health and vision care through collaboration, education, and advocacy. To learn more, please visit www.worldcouncilofoptometry.info or follow us on [LinkedIn](#), [Facebook](#), [X](#), and [Instagram](#).

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