



# FYI...

News bits from the industry

**{ PEOPLE }**

**Ben Wolf** has been appointed **Marcolin USA's** senior vice president of sales for the optical channel. He most recently served as vice president of sales for the fashion department in the optical channel at Marcolin USA, where he was responsible for creating and executing its sales strategy across the luxury brand portfolio.

**CooperVision, Inc.,** has appointed eye health industry veteran **Guy Whittaker** vice president, global marketing, and **Simon**

**Seshadri** vice president, North America marketing. Whittaker, a former practicing optometrist, has held management roles with CooperVision since 1998. Seshadri joined CooperVision in 2014 as senior director, global brand marketing.

**WestGroupe** has promoted **Michael Debono** to executive vice president, global sales. He joined WestGroupe in 2005 as Canadian national sales manager and was promoted to vice president of North American sales in 2010.

**SynergEyes, Inc.,** has

appointed **Bob Ferrigno** as the senior vice president of global sales and marketing. In this newly created position, he will be responsible for sales, marketing, professional relations, and the international group. **Dave Fancher**, previously vice president of sales, will move into the position of vice president of corporate development.

The **Association of Schools and Colleges of Optometry (ASCO)** has appointed **Dawn Mancuso**, FASAE, CAE, its executive director. She replaces Marty Wall, who retired in July.



Dawn Mancuso



Barbara Schwartz-Bechet

**Barbara Schwartz-Bechet**, EdD, has been named associate dean for the **Salus University College of Education and Rehabilitation (CER)**. She will collaborate with the college's chairpersons on graduate education programs in blindness and low vision, among other curricula.

**Susan Benton** has

been hired as head of business development at Shire Ophthalmics, and **Tracey Dawson** has joined the team as commercial launch lead. Both are seasoned optical industry veterans.

**Optometry Cares—The AOA Foundation** has named **Rebecca**

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## License Line-Up

→ **Cole Haan** announces a multi-year global license agreement with **Altair**, a division of **Marchon Eyewear, Inc.,** to design, manufacture, and distribute sunglasses and ophthalmic eyewear collections under the Cole Haan brand. Altair will distribute the Cole Haan Eyewear collection, both sunwear and ophthalmic, globally in optical chains, specialty retailers, independent eyecare practices, and Cole Haan retail stores beginning fall 2015.

INFO: [ALTAIREYEWEAR.COM](http://ALTAIREYEWEAR.COM)

→ **Trussardi** and **De Rigo Vision S.p.A.,** have signed a licence agreement for the design, production, and worldwide distribution of the Trussardi-branded optical and sun collection. The 2016 new collections will be distributed through the sales network of De Rigo Vision, which includes the most prestigious optical stores and department stores in the world, and at Trussardi boutiques.

INFO: [DERIGOVISION.COM](http://DERIGOVISION.COM)

→ **Eyewear Designs Ltd.** announces the launch of the **Tony Hawk Eyewear Collection** for Fall 2015. Born in California, the Hawk brand is the leading, globally recognized "skate culture" lifestyle brand that combines style and performance; built for real life. The collection launches this month with eight styles in three colors and a release of five additional styles in October 2015.

INFO: [EYEWEARDESIGNS.COM](http://EYEWEARDESIGNS.COM)

→ **Tura Inc.** has signed a multi-year agreement with Grammy Award-winning musician and fashion entrepreneur **Gwen Stefani** to introduce a new line of sunglasses and optical eyewear for her **L.A.M.B.** and **GX** by **Gwen Stefani** brands. Both collections will debut at the beginning of 2016. The **L.A.M.B.** collection will launch with 12 ophthalmic styles and 12 sunwear. The **GX** by **Gwen Stefani** collection will launch with 12 ophthalmic styles priced. Sunwear will be available in department stores for the launch.

INFO: [TURA.COM](http://TURA.COM)