

OPTICAL PRISM

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WALLATTA DELVILLE

Export sales manager,
WestGroupe.

Wallatta Delville has been with WestGroupe since 2007, rising through the ranks from a customer service position to export sales manager.

She's now responsible for WestGroupe's biggest clients and growing the brand on an international scale.

"I attribute my success to witnessing women in my community making a difference each day," says Delville. "My strengths are my positivity and my determination. These qualities have directed me throughout life. I enjoy helping others, solving problems and setting procedures in place that make a difference in the day-to-day and long-term."

Delville says her main motivation is her daughter and she wants to continue encouraging all young women to be true to themselves and motivated to take a seat at every table.

"I was very fortunate to be surrounded by many intelligent, ambitious, dynamic, bold and brave women. These women taught me so much without even knowing. They inspired me to be the best version of myself and I hope to motivate others too."



MYLÈNE ÉMOND,

Eastern Canada sales manager,
WestGroupe.

With more than 20 years in the optical industry, Mylène Émond is a triple threat.

Not only is she a certified optician, but she holds a degree in fashion marketing and has studied business and sales management.

Émond joined WestGroupe in 2010 as a sales rep and has worked her way up to Eastern Canada sales director. She says the secret behind her success is the genuine passion she has for her career.

"Passion isn't something you can fake. It must authentically come from within. I'm committed to being professional, positive and relentlessly ambitious. I'm not afraid to think outside the box and I have the privilege of working for an amazing company that pushes me in this direction and who supports me in all my projects and ideas."

Émond says raising a daughter by herself taught her how to persevere through challenges and she says that family is her motivation.

"I am surrounded by the best people in the industry."



SHEENA TAFF,

Optician,
OpticianAboutTown.com

Sheena Taff is an optician, optical blogger, eyeglass curator and style enthusiast based in British Columbia.

Raised by two opticians, she combined her interests in fashion, beauty and design to take her family business to the next level.

And with her blog, OpticianAboutTown.com, Taff is trying to change the negative narrative surrounding certain types of eyewear.

"Glasses are an extension of your personality and a wonderful way to express yourself. The experience of getting glasses can be such a positive and enlightening process when you are working with a skilled optician."

Taff is committed to elevating the optical experience and her ultimate goal is to always make her clients feel confident in their glasses.

Her advice to up-and-coming opticians is to harness the power of your network locally and beyond to become better eye care professionals.

"Since I became an optician, I have found a supportive and inspiring community of fellow ECPs from around the world. We have formed friendships and have evolved together and I am endlessly grateful for their encouragement."