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## ECPs Rethink E-Commerce



# PEOPLE

## MOVES



*Aldo Romano*

### FYIDOCTORS NAMES ROMANO VP OF SUPPLY CHAIN

CALGARY, ALBERTA, Canada—FYidoctors announced the appointment of Aldo Romano as the group's new vice president of supply chain. In his new role, Romano, who was the former head of commercial research and development at Specsavers, will oversee laboratory, distribution and the overall supply chain and also serve as a senior member of the FYidoctors executive team, the company said.

Dr. Alan Ulsifer, president and CEO of FYidoctors, noted, "Aldo is one of the brightest minds in our industry and it will be a huge benefit to have him on our team. I have known him now for about six years and in that time, have continued to be more and more impressed with not only his depth of experience, but insights into the future of the industry. He is a great addition to FYidoctors."



*Andrea Guerra*

### GUERRA APPOINTED TO COACH BOARD OF DIRECTORS

NEW YORK—Coach, Inc. (NYSE: COH) announced that Andrea Guerra, the former CEO of Luxottica Group, has been appointed to the company's board of directors.

Victor Luis, CEO, Coach, Inc., said, "We are extremely pleased that Andrea Guerra has agreed to join our board. As Coach continues its transformation into a modern luxury lifestyle brand, Andrea's extensive exposure to a wide variety of best-in-class brands and his broad retail and international

experience will prove valuable to our team."

Guerra served as CEO of Luxottica Group S.p.A (NYSE: LUX) from 2004 to 2014. Prior to that, Guerra spent 10 years at Merloni Elettrodomestici, where he was appointed CEO in 2000. In December 2014, he was appointed the senior strategic advisor for business, finance and industry to Italian Prime Minister Matteo Renzi.

Guerra is also a member of the steering committee of Fondo Strategico Italiano S.p.A. and serves on the board of Amplifon S.p.A. and Ariston Thermo S.p.A.

Guerra said, "I am excited to be joining the board of one of the most respected brands in the world. I look forward to supporting Coach and its strategies to transform into a leading luxury lifestyle brand."



*Steve Brewer*

### BREWER JOINS VISIBILITY MANAGEMENT AS SENIOR PARTNER

CLEARWATER, Fla.—Steve Brewer has joined Visibility Management, as senior partner. A consulting firm consisting of a coalition of long-term professionals from the eyecare industry, Visibility Management was formed by managing partner, Richard Sanchez, last year after he left Advantica, the managed vision care company he started in 2001.

"As a recognized industry executive with 39 years of vision and health care experience in vision care strategic development, Steve is a welcome addition to our team" said Sanchez.

"Having worked with industry leaders such as Alcon, Essilor Labs of America, United Healthcare and PFO Global, Steve brings an extensive background that is well suited for our clients as they navigate the emerging opportunities in vision health."



*Dr. Francesco Ferro*

### WESTGROUPE NAMES FERRO EXPORT SALES MANAGER IN ITALY

MONTREAL, Quebec, Canada—WestGroupe has appointed Dr. Francesco Ferro to the position of export sales manager. Based in Italy, Francesco will play a critical role in the expansion of WestGroupe outside of the North American market, according to the company.

A 25-year sales and management veteran, Francesco has built a strong, loyal and long-term customer base since entering the eyewear industry 10 years ago. He began his optical career at Area98 as sales director, responsible for opening and managing key account business as well as building their global distribution network. In addition to Area98, Francesco has also worked for Grupo Optim as export manager and Nico Design as brand manager for the Derapage collection.



*Robert Greco*

### SANTINELLI BRINGS GRECO ONBOARD AS SALES REP

HAUPPAUGE N.Y.—Robert Greco has joined the Santinelli International sales team, representing the Southeast Region, comprised of Florida, Southern Georgia and Southern Alabama. Greco is a highly-seasoned professional with over 25 years of optical experience, including lens finishing equipment sales, according to an announcement from the company.

"With his extensive experience, Rob is sure to be a huge asset to our company and a great resource for ECPs in the Southeast," said Santinelli executive vice president of sales and service, Rick Clemente. ■

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