

# Social Purpose Speaks to Customers

## Influencing Purchasing Decisions



# PEOPLE

## MOVES



*Richard Sanchez*



*Sandra Block*



*Mark Ginsberg*

### PREVENT BLINDNESS ELECTS NEW CHAIRPERSON, THREE MEMBERS TO ITS NATIONAL BOARD OF DIRECTORS

CHICAGO—Prevent Blindness has elected Richard Sanchez, managing partner of Visibility Management, as the new chairperson of the Prevent Blindness board of directors. Dr. Sandra Block, medical director of the Illinois Eye Institute at Princeton Vision Clinic and professor at Illinois College of Optometry; Stephen Corman, president of Corman Enterprises, LLC, and Corman Properties of North Carolina, LLC; and Mark Ginsberg, chief marketing officer for VSP Global were also elected as new members.

Richard Sanchez founded Visibility Management, a consulting firm designed to address and assist in a variety of solutions to vision industry needs. He was previously COO at Vision Twenty-One and was president, founder and CEO of Advantica.

Sanchez served on the board of governors for Prevent Blindness Florida, was on the Prevent Blindness board of directors since 2009 and was a past chair of the Prevent Blindness development committee. He was also the past chair of the National Association of Vision Care Plans. Sanchez graduated from Florida State University with a bachelors in chemistry.

Sandra Block, OD, is currently the medical director of the Illinois Eye Institute at Princeton Vision Clinic and a professor at the Illinois College of

Optometry where she has been on the faculty since 1982. Block recently served on the expert committee of their year's National Academies of Sciences, Engineering and Medicine consensus study, "Making Eye Health a Population Health Imperative: Vision for Tomorrow."

She has been an active volunteer with Prevent Blindness, has been a member of both the Public Health and the Scientific Committee, has worked closely with the National Center for Children's Vision and Eye Health at Prevent Blindness and has contributed to the children's vision screening protocols for Prevent Blindness.

Stephen Corman originally joined the Prevent Blindness board of directors in November 2000 and also served as board treasurer and chair of the finance and administration committee. Additionally, he's also the current chair of the audit committee and has a history of service with Prevent Blindness North Carolina, joining its state board in 1987 and holding posts of treasurer of that board and board chair. He is also an executive committee member at large and on the finance committee.

Mark Ginsberg leads corporate marketing strategy as the chief marketing officer of VSP Global. His experience includes serving as senior vice president of global marketing at Marchon and vice president at Fossil. Ginsberg serves as a board member of Lincoln Center Business Council as well as the YMA Fashion Scholarship Fund. He's a graduate of the University of Miami with a bachelors in architecture.



*Brian Hauser*

### BRIAN HAUSER TO JOIN THE VISIBILITY MANAGEMENT TEAM

CLEARWATER, Fla.—Visibility Management has announced that Brian Hauser, former general manager of Transitions Optical's North America region, has joined the Visibility consulting team as a

senior partner.

Hauser will make immediate contributions to existing and new projects with his strong leadership experience, as well as his knowledge of the optical industry and the entire value chain, the announcement said. "We welcome Brian back to the optical industry" said Visibility Management's managing partner Richard Sanchez. "We are excited to have his experience to assist our clients with their business strategy and growth."

Most recently, Hauser served as general manager and vice president of operations at Infiniti Labs, a privately held toxicology laboratory in Tampa, Fla.

Visibility Management is a consulting practice of veteran eyecare industry experts with a track record of leadership.



*Christopher Mullen*

### WESTGROUPE USA NAMES CHRISTOPHER MULLEN NEW CENTRAL REGIONAL SALES DIRECTOR

MONTREAL—WestGroupe USA has appointed Christopher Mullen to the position of Central Regional sales director. Based in Oklahoma, Mullen will play a critical role in leading the U.S. central sales team to superior levels of achievement, according to an announcement from the company.

Mullen joins WestGroupe with more than 19 years of experience in both sales and management positions in the optical industry and brings with him a proven track record of taking his teams to new levels and exceeding expectations. His knowledge, motivational skills and his problem solving abilities will be key assets in his new role at WestGroupe, the company said.

"We are certain that Chris' experience, knowledge and people skills are what will help him lead his team to new heights," said Dennis Davis, VP of sales for WestGroupe USA. ■