



FOR IMMEDIATE RELEASE

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The Vision Council Announces New Hires and Promotions For 2024

Alexandria, VA – January 11, 2024 – The Vision Council, the leading trade association for the optical industry, is excited to welcome new team members and announce staff promotions for 2024. This continued focus on nurturing talent underscores the organization's commitment to achieving excellence and maintaining a leadership position in the industry.

"Our unwavering dedication to the vision care industry remains steadfast, and I am thrilled to extend a warm welcome to our new team members while also expressing gratitude to our existing staff," said **Ashley Mills, CEO of The Vision Council**. "As we begin a new year, these investments in talent will strengthen our capabilities, advance our commitment to our members, and help us achieve better vision for better lives."

The organization's newest team members will be introduced at The Vision Council's [Executive Summit](#), taking place January 22 – 24, 2024 in Naples, Florida. The annual Executive Summit brings together industry leaders for several days of executive-level networking and leadership development. In addition to a robust schedule of interactive panels, keynote presentations and dedicated networking opportunities, The Vision Council will release the **2023 Market inSights** report at this year's event, featuring 2023 industry market value and sales volume. Available as a complimentary report for members of The Vision Council and as a paid report for non-members, the report will be accessible in the [Research Download Center](#) beginning January 24.

Meet The Vision Council's new and promoted staff:

Executive Office

Rosie Gabriel, Governance and Operations Project Manager

As The Vision Council's newest team member, Rosie will support board, division and committee operations, ensuring The Vision Council is proactive and supportive regarding members' initiatives. Rosie brings extensive experience with project management and will be a valuable asset to The Vision Council.

Membership

David Pierson, Strategic Advisor

David brings more than 30 years of experience in the retail industry to The Vision Council. Currently supporting the Optical Retail Division, David's expertise aims to enhance The Vision Council's ongoing efforts to support a healthy optical marketplace. Before joining The Vision Council, David held various leadership positions at the Refac Optical Group, CPI Corp., Cole

National Corp., Federated Department Stores, Target and Sears. Most recently, he served as the founder of J. David Optical Consultants.

Marketing & Communications

Tori Hyndman, Director of Communications

The Vision Council welcomed Tori in 2023 as the Senior Communications Manager, a role in which she has implemented integrated communications strategies to engage a wide variety of member and consumer audiences. As The Vision Council's Director of Communications, Tori will develop and execute strategic communications and marketing plans to advance visibility for The Vision Council and its members, as well as industry events like Vision Expo East and West.

Market Research

Alysse Henkel, Vice President, Research and inSights

Formerly serving as The Vision Council's Senior Director, Market Research & Analytics, Alysse will continue to lead The Vision Council's market research development and strategy. In this expanded role, Alysse will be responsible for establishing data management systems and policies to enable complex analysis of large data sets, developing robust market modeling sources and systems, and communicating relevant insights that can contribute to actionable and strategic business recommendations.

Korey Paul, Research Manager

Korey joined The Vision Council last January as a Senior Data Analyst and has since advanced to the position of Research Manager. In addition to managing the recently launched Data Industry inSights – a complimentary benchmarking program for manufacturers – he will oversee The Vision Council's Consumer inSights reporting.

Trade Shows

Suzanne Krauss, Director of Shows

Announced in October, Suzanne joined The Vision Council as Director of Shows after an impressive career at RX Global. In this role, Suzanne will collaborate closely with The Vision Council's strategic partners at RX, who co-organize Vision Expo East and West, with a focus on driving opportunities for growth and development at these events.

Visit The Vision Council's [staff page](#) for the full team list, featuring contact information and profiles.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.

