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The Vision Council Appoints Suzanne Krauss as New Director of Shows

***Suzanne Krauss Brings Extensive Industry Experience from RX Global to The
Vision Council***

Alexandria, VA – October 24, 2023 – The Vision Council is pleased to announce the appointment of **Suzanne Krauss** as the organization's new **Director of Trade Shows**. In her new 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.

Krauss brings great expertise to managing this partnership from her previous role as Industry Relations Manager on the Vision Expo RX Global team, where she spent the past 16 years cultivating relationships with top optometrists and opticians. Her achievements in this role include nurturing connections with top practices, organizations, buying groups, and developing initiatives such as the Career Zone for students and "Vision Expo Visits", in which she toured optical stores nationwide and shared her journey on social media.

Reporting directly to Mitch Barkley, The Vision Council's Vice President of Trade Shows and Events, Krauss is set to take the reins of an exciting new chapter for Vision Expo.

"We are excited to welcome Suzanne in-house to The Vision Council Team," said Barkley. "Her extensive and unique experience with Vision Expo will bring substantial value as we continue to shape the future of Vision Expo East and West".

Krauss' wealth of knowledge, dynamic background, and deep-rooted relationships within the optical community make her the ideal candidate for the pivotal role of Director of Shows. Krauss began her career as a film publicist for The Samuel Goldwyn Company. Afterwards, she transitioned into magazine publishing, working with prominent US titles such as YM and Cosmopolitan, where she held the role of Promotion Director, breathing life into advertising campaigns within the magazine. Krauss is also a published author of an Amazon bestselling memoir and lives in Westport, CT with her family of four.

The Vision Council is eager to witness the positive impact that Suzanne Krauss will make in her new position and looks forward to the continued success and evolution of Vision Expo East and West under her guidance.

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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.