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leadership

SUMMIT

2013



imagination  invention

SUCCEEDING IN A CULTURE OF CHANGE

MARCH 13, 2013 / THE TIMES CENTER / NEW YORK CITY

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This 7th annual special forum has become a one-of-a-kind event for senior-level executives of major U.S. and international optical retailers, leading eyecare professionals and suppliers. This year's program theme is "Imagination+Invention: Succeeding in a Culture of Change." The rapid pace of change is only the beginning. Learning how to capture creativity and how to embrace innovation within your company are the challenges of today's business environment.

At today's VM Global Leadership Summit, you will:

- Learn about radical new ideas
- Hear about new technologies which can change your practice
- Understand how creativity can change your company culture
- Be inspired by real-world solutions from innovators and leaders
- Share ideas and network with leading influencers and your peers

Our goal for this unique program is to create dialogue, thought-provoking discussion and guidance for decision makers within the optical community, as well as to foster a premier networking opportunity for all attendees.

This important industry event is presented by Vision Monday with the generous support of our Premier Sponsors – Adlens and Essilor, Signature Sponsors – Luxottica and VSP Global, and our Supporting Sponsors – Alcon, Care Credit, DAC Vision, and Vision Expo.

We welcome your feedback and comments.

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SCHEDULE OF EVENTS

8:00 AM - 8:45 AM ▶ **REGISTRATION AND BREAKFAST**

8:45 AM - 9:00 AM ▶ **WELCOME AND INTRODUCTION**

9:00 AM - 10:30 AM ▶ **TAPPING CREATIVITY**

What are the world's leading imaginists working on to change society, commerce and invention? Find out how executives are fostering a culture of innovation in their organizations to generate new ideas and meet new competitive challenges.

SPEAKERS:

Frank Moss, PhD, Director, New Media Medicine Group,
MIT Media Lab

Bruce Nussbaum, Professor, Parsons The New School for Design

10:30 AM - 11:00 AM ▶ **BREAK**

11:00 AM - 12:15PM ▶ **EYE² - VISION TECHNOLOGIES RAISED TO THE NEXT POWER**

Emerging technologies, some recently released and others still on the digital drawing board but very close to "real", promise to add exciting new dimensions to eyewear and eyecare. Smart glasses, biometric monitors, virtual refractions and other groundbreaking products and services promise to expand our vision in exciting new ways.

SPEAKERS:

Ami Dror, Co-Founder and Chief Strategy Officer, XPand

Kevin Rankin, President and CEO, eSight Corp.

Keith P. Thompson, MD, Founder and CEO,
DigitalVision Systems

Kip Fyfe, CEO, 4iiii Innovations Inc.



12:15PM - 1:30PM ▶ **LUNCH**

1:30 PM - 2:30 PM ▶ **THE NEW HEALTHCARE INFLUENCERS**

Private practices, medical groups, insurers and health care systems are repositioning and restructuring to get a handle on costs, profits and care in an era of aging baby boomers and a diverse patient base. What does this transformation mean for eyecare providers and delivery?

SPEAKERS:

Anmarie Hagan, President and GM, Specialty, WellPoint

David Golden, OD, Co-Founder, EyeHome Network

2:30 PM - 3:30 PM ▶ **SESSION 4 - OMNI-CHANNEL MARKETING ON THE RISE**

“OMNI-Channel” is the new watchword in fast-moving businesses. Traditional channel ‘boundaries’ between brick & mortar and online are disappearing and mobile is transforming the concept further. How are consumer behaviors/attitudes changing?

SPEAKERS:

Martin Bispels, Vice President, QVC

Jay Engelmayr, Vice President, GlassesUSA.com

Francis Jean, OD, President and CEO, IRIS The Visual Group

3:30 PM - 4:15 PM ▶ **KEYNOTE REMARKS - CREATIVITY AND INNOVATION**

Robert Safian, Editor and Managing Director, Fast Company

4:15 PM - 4:30 PM ▶ **CLOSING**



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**MARTIN BISELS***Vice President, QVC*

Martin Bispels began his career with QVC, Inc. in 1992 and has served in a myriad of roles of increasing responsibility at the company. He was named vice president of business development in February 2011. In this position, Bispels is responsible for growing the QVC business through new business models, strategic relationships and mergers and acquisitions that provide incremental value to QVC. To date, he has led two strategic acquisitions, launched various new business models and led the creation and launch of QVC Sprouts, (www.qvcsprouts.com), a product development initiative serving the inventor and entrepreneur community. QVC is a wholly owned subsidiary of Liberty Interactive Corporation (NASDAQ: LINTA).

**AMI DROR***Co-Founder and Chief Strategy Officer, XPand*

Ami Dror is one of XPand's co-founders and is responsible for XPand's overall strategy. With over 10,000 3D Cinema installations worldwide and millions of 3D consumer products sold every year via retail channels, XPand delivers 3D media to millions of viewers every day. He heads the International 3D Society In-Home Committee and is a member of the SMPTE 3DTV and Consumer Electronic Association 3D Task Forces.

Dror was the driving force behind many modern 3D innovations including the first Full HD 3D TV together with Panasonic, the invention of the universal 3D glasses, and the Full HD 3DTV standard together with Sony, Samsung and Panasonic.

**JAY ENGELMAYER***Vice President, Marketing & Business Development, GlassesUSA.com*

Founded in 2008 and launched in early 2009, GlassesUSA.com specializes in the sale and production of prescription eyeglasses. Named by Internet Retailer magazine as one of the top 500 e-commerce sites in 2012, it's the only online eyeglasses store represented on the list. In 2011, the company developed its own high capacity, state-of-the-art laboratory and has increased the size and capacity of the laboratory twice. Jay Engelmayer, a registered stock broker, began his internet career in 1995. In 1998, he became SVP of marketing and sales for start-up Bradford & Reed, a pioneer in online data acquisition, email and display marketing. He consulted for several start-ups and served as marketing director for Finexo, an online currency-trading company which operated multiple brands and designed one of the leading trading platforms in use today. Engelmayer joined GlassesUSA in early 2010.

For more detailed speaker bios, visit www.visionmondaysummit.com



KIP FYFE

CEO, 4iiii Innovations Inc.

An innovator and visionary leader, Kip Fyfe has devoted more than 30 years to the high-tech electronics industry. Fyfe currently serves as CEO of 4iiii Innovations Inc., creators of advanced sports and wellness monitoring solutions. He is an avid cyclist and runner.

Prior to his involvement with 4iiii, Fyfe was founder and CEO of Dynastream Innovations Inc. which began in 1999. Dynastream introduced a number of disruptive technologies to the sports monitoring arena for runners. Most notable was the creation of a new category of monitoring for speed, implementing a patented inertial technology that first entered the market under the Nike brand in 2000.



DAVID GOLDEN, OD

Co-Founder, EyeHome Network, Co-Founder, PERC and CEO, Golden Optometric

As co-founder of EyeHome Network, a national network of optometrists and ophthalmologists (general and specialty), Dr. Golden says he is leveraging the power of the optometric profession to influence public healthcare policy. In 2008, Golden co-founded PERC (Professional Eyecare Resource Co-Operative), one of the largest and fastest growing GPO/doctor alliance groups, which now includes 500 elite optometry and ophthalmology practices that each gross over \$1M in revenue and have a geographic footprint in 39 states. Prior to receiving his degree he attended the University of California at Berkeley. Golden completed his medical optometry training at the Albuquerque Indian Hospital in Albuquerque, N.M. He joined the clinical faculty at Southern California College of Optometry and then in 1989, he joined Golden Optometric Group.



ANNMARIE HAGAN

President and General Manager, Specialty, WellPoint

Annmarie Hagan, president and general manager for WellPoint's Specialty business, is responsible for strategy development and execution, business and financial planning, as well as profit and loss (P&L) management for WellPoint's Specialty business. Wellpoint's Specialty business includes dental, disability, vision, life, workers' compensation and voluntary business. Before joining WellPoint, Hagan served as executive vice president and chief financial officer at Cigna, holding roles with increasing levels of responsibility during her 20 plus-year tenure at Cigna. Prior to joining Cigna, she served as the vice president/chief accounting officer at ACE Ltd. Hagan earned her Bachelor of Science degree in finance and accounting from Drexel University.

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FRANCIS JEAN, OD

President and CEO, IRIS The Visual Group

Dr. Jean opened his first practice in his hometown of Baie Comeau, Quebec, in 1989, and shortly thereafter, founded an optometric buying group. In 1990, with six optometric practices, and 45 buying group members, he merged into IRIS The Visual Group. Over the next 10 years IRIS grew to over 100 locations and a refractive surgical center, bringing optometrists, opticians and ophthalmologists together under one brand. In 2000, IRIS acquired the Fort Optical Group and in 2004, a second refractive surgical center was opened. Today, IRIS The Visual Group, with 165 locations, is the largest network of eyecare professionals across Canada and is proud of its mission to help Canadians “Experience Better Vision.”



FRANK MOSS, PhD

Director, New Media Medicine Group, MIT Media Lab

Frank Moss has had a 30-year career as a high-tech and bio-tech entrepreneur. He served as director of the MIT Media Lab from 2006 to 2011 and is currently Professor of the practice there, where he heads the New Media Medicine group. He is a co-founder of Atelion Health, Bluefin Labs and Infinity Pharmaceuticals and advisor to a number of startups including EyeNetra and ginger.io. Moss is author of the “The Sorcerers and their Apprentices: How the Digital Magicians of the MIT Media Lab are Creating the Innovative Technologies That Will Transform Our Lives.” Moss holds a BSE from Princeton University in Aerospace and Mechanical Sciences and a PhD from MIT in Aeronautics and Astronautics.



BRUCE NUSSBAUM

Professor, Parsons The New School for Design

Bruce Nussbaum blogs, tweets and writes on innovation, design thinking and creativity. The former assistant managing editor for Business Week is a Professor of Innovation and Design at Parsons The New School for Design. He is founder of the Innovation & Design online channel; founder of IN: Inside Innovation, a quarterly innovation supplement; blogger on NussbaumOnDesign and tweets on innovation on Twitter and author of “Creative Intelligence.”

Nussbaum holds a BA in political science from Brooklyn College and a Masters in political science from the University of Michigan. He is a member of the Council on Foreign Relations and has taught science to third-graders as a Peace Corps Volunteer in the Philippines. Nussbaum is a member of the Group Action Council on Design for the World Economic Forum.

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KEVIN RANKIN

President and CEO, eSight Corp.

As a committed entrepreneur, Rankin has been starting, running and coaching new enterprises for the past 15 years. Previously, he founded and served as CEO at Tropic Networks, which was acquired by Alcatel-Lucent, and as president at Fidus Systems, a profitable electronic design services company. He has also held leadership roles at Newbridge Networks, LSI Logic and Northern Telecom and corporate board memberships at International Datacasting Corporation (TSX:IDC), Fidus Systems and Vitana.



ROBERT SAFIAN

Editor and Managing Director, Fast Company

Robert Safian is editor and managing director of the award-winning monthly business magazine Fast Company. He oversees all editorial operations, in print and online, and plays a key role in guiding the magazine's advertising, marketing, and circulation efforts. Safian, 48, was named 2009 Editor of the Year by Adweek and recognized as 2008 Innovator of the Year by B-2-B Media. Under his leadership, Fast Company has received numerous accolades: a 2011 winner of a National Magazine award, two-time winner of Magazine of the Year from the Society of Business Editors and Writers; twice honored with the prestigious Gerald R. Loeb Award for Distinguished Business Journalism. Safian has appeared on CNN and other TV networks and has been a featured speaker at many events.



KEITH P. THOMPSON, MD

Founder and CEO, DigitalVision Systems

Dr. Keith P. Thompson, is an internationally recognized refractive surgeon and an expert in physiological optics and vision correction technologies. As a Professor of Ophthalmology at Emory, Thompson was one of the lead U.S. clinical investigators in the FDA clinical trials of PRK and LASIK. Thompson and his colleagues at Emory co-founded one of the first laser vision surgery centers in the United States where they conducted the first FDA supervised trial of LASIK surgery presented to the FDA's Ophthalmic Device Panel in 1997.

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