

FUTURE / NOW

MARCH 26, 2014 / THE TIMES CENTER / NEW YORK CITY

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leadership
SUMMIT
2014



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The VM Global Leadership Summit has become an exclusive, 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, our 8th edition, is themed **FUTURE/NOW**. The program will underscore that the advent of digital technologies, new consumer trends and disruptive innovation is making it essential for leaders to manage change, embrace reinvention and new opportunities.

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

- Learn about radical new ideas
- Hear about new technologies which can change your practice
- Be inspired by real-world solutions from innovators and leaders

The goal of the VM Summit is to create dialogue, thought-provoking discussion and guidance for decision makers within the optical community, and to foster a premier networking opportunity for all attendees with leading influencers and your peers.

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 - 9:30 AM > **VIEW OF THE FUTURE**

Futurist Michell Zappa will examine the technological status quo in our connected world. In a talk that promises to be both provocative and informative, Zappa will sketch science-fiction-like, future scenarios involving Wearables, Big Data and the Internet of Things.

SPEAKER:

MICHELL ZAPPA, Emerging Technology Strategist

9:30 AM - 10:20 AM > **MILLENNIALS**

The attitudes, cultural and social habits of Millennials are radically changing the competitive landscape. Find out what's important to know about this generation and how can businesses today better relate to their priorities, demands, expectations.

SPEAKERS:

JEFF FROMM, *Executive Vice President*, Barkley, Co-Author of *Marketing to Millennials: Reach The Largest & Most Influential Generation of Consumers Ever*

STEVE HARTMAN, *Managing Director*, Urban Outfitters Direct and Marketing

10:20 AM - 10:45 AM > **DATA VIEW**

What are the implications of Big Data and what is meant by the rise of "cognitive data"? How are business analytics in a digital world being visualized, managed and sorted out by institutions in health care? In retail? What do executives need to know to prepare their organizations and leadership teams for this trend? What are the implications for delivery, distribution and service?

SPEAKER:

CHARLIE SCHICK, PhD, *Director*, IBM Watson Foundations, Healthcare & Life Sciences

10:45 AM - 11:15AM > **BREAK**

11:15 AM - 12:15PM > **OMNICHANNEL**

As the boundaries between "brick" and "click" become blurred, increasingly consumers' expectations of service, their notions about retailing and their perception of the relevance of brands are changing. What are developing notions of 'omnichannel' retailing and marketing and what are the implications for these in the eyewear and vision care realm?

SPEAKERS:

AARON DALLEK, CEO & Co-Founder, Opternative

CARLO PRIVITERA, Luxottica Digital and E-commerce Innovation Lab President, Glasses.com

ROY HESSEL, President, Online Initiatives, Essilor

12:15 PM - 1:30 PM > **LUNCH**

1:30 PM - 2:45 PM > **LEADERSHIP & INNOVATION**

How are executive leaders learning to embrace creativity and new ideas within their own organizations and teams? How can legacy businesses continue to grow and still foster innovation? What is the perspective of global leaders today, charged with managing complex organizations, executing on strategy and coping with new forms of competition?

SPEAKERS:

SARAH THURBER, M.S., Managing Partner, FourSight, LLC

A CONVERSATION WITH ANDREA GUERRA, CEO, Luxottica Group

2:45PM - 4:10PM > **EYE² – WEARABLES**

A session on the rapidly emerging field of Wearables emphasizing new technologies and their intersection with the vision and eyewear space. A member of the Google Glass team will provide an exclusive briefing to VM Global Leadership Summit attendees about the latest developments of this exciting new wearable technology. A special panel moderated by VM lens and technology editor Andrew Karp, will feature rising stars in the Wearables world.

SPEAKERS:

INSIYA LOKHANDWALA, Business Development, Google Glass

SINA FATEH, MD, Executive Vice President, Aitheer Labs

EDWARD TANG, CEO and Co-Founder, Avegant

COREY MACK, CEO & Head of Design, Laforge Optical

TIM MOORE, Founder, Venture Glass, Director of Digital Vision, Rochester Optical

MATT ALPERT, OD, Chairman of Optometric Innovations, Board Member, VSP Global

4:15PM - 4:15PM > **CLOSING**



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MATT ALPERT, OD

CHAIRMAN OF OPTOMETRIC INNOVATIONS, BOARD MEMBER, VSP GLOBAL



Dr. Alpert is the owner of Alpert Vision Care, a third generation optometric practice located in the greater Los Angeles area for over 70 years. In addition to his primary practice, Dr Alpert operates a high-end boutique style practice in Calabasas, Calif. Dr. Alpert is a member of the VSP Global Board of Directors and currently serves as the Chairman of Optometric Innovations. As Chairman of Optometric Innovations, he helps connect emerging technologies in the vision care industry to VSP panel doctors as well as their 64 million members. This role recently provided an opportunity for Dr. Alpert to become an explorer with Google Glass and see this technology first-hand. [@VSPProviders](#)

AARON DALLEK

CEO & CO-FOUNDER, OPTERNATIVE



Aaron Dallek is the CEO and Co-Founder of Opternative, the world's first online refractive eye exam. He is a serial entrepreneur who loves building technologies that solve significant problems and make the world a better place. In 2002, he co-founded Cheap Ink, a printer cartridge sales and recycling company. Aaron helped organically grow the company, which was ranked 544th in the 2011 Inc. 5000. In 2006, Aaron co-founded Planet Metrics, a successful venture capital funded carbon information management software startup which was sold to PTC in 2010. Since graduating from the University of California, Berkeley in 2006, Aaron has been committed to creating innovative start-ups that help the world. He returned to Chicago, where he grew up; Dallek hopes that Opternative will help grow and support the startup community in Chicago.

[@opternative](#) [@ecoaaron](#)**SINA FATEH, MD**

EXECUTIVE VICE PRESIDENT, ATHEER LABS



Dr. Sina Fateh is Executive VP at Atheer Labs. His responsibilities include overseeing optics development and the visual experience of Atheer's head mounted display system. He also manages Atheer's alliances and partnerships with the optical industry. Dr. Fateh is a clinician-entrepreneur with expertise in binocular vision, smart glasses, visual image processing, and digital eyecare. He graduated from the School of Ophthalmology and Orthoptics at Louis Pasteur University, with subsequent research and a clinical fellowship in binocular vision and strabismus surgery. Dr. Fateh was the Founder and CEO of Vega Vista, Inc., pioneering a motion interface now considered a standard feature in smartphones and head mounted displays. He also managed the clinical evaluation of Olympus' 3D ophthalmic system and served as consultant to major European optical retail chains. Most recently, he founded Digital Eye Care and Doctor Inventors. Dr. Fateh is sole or a co-inventor of more than 80 patents in areas such as mobile devices UI, HMD, visual image processing, amblyopia, surgical implants, glaucoma, and remote vision screening. [@Atheerlabs](#)



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JEFF FROMM

EXECUTIVE VICE PRESIDENT, BARKLEY, CO-AUTHOR OF "MARKETING TO MILLENNIALS: REACH THE LARGEST & MOST INFLUENTIAL GENERATION OF CONSUMERS EVER"



In addition to his marketing degree from The Wharton School at the University of Pennsylvania, Jeff has more than 25 years of brand marketing and new product innovation experience for Hallmark, KC Masterpiece BBQ Sauce, Build-A-Bear Workshop, American Italian Pasta and many other brands. On behalf of Barkley, Jeff spearheaded the Millennials research partnership with The Boston Consulting Group and Service Management Group. Jeff is the Founder of ShareLikeBuy, a Millennial Insights & Consumer Trends Conference, co-author of four trends reports and the lead editor of a popular blog, www.millennialmarketing.com. @JeffFromm

ANDREA GUERRA

CEO, LUXOTTICA GROUP



Andrea Guerra has been Chief Executive Officer of Luxottica Group since 2004. Guerra is Chairman of OPSM Group PTY Limited, member of the Board of Directors of Luxottica S.r.l., Luxottica U.S. Holdings Corp., Luxottica Retail North America Inc. and Oakley Inc. He is also a member of the Strategic Committee of Fondo Strategico Italiano S.p.A. and of the Board of Directors of Amplifon S.p.A. and Ariston Thermo S.p.A. Prior to joining Luxottica, Guerra was with Merloni Elettrodomestici since 1994, where, from 2000, he was its CEO. Prior to Merloni, Guerra worked for Marriott Italia. Luxottica Group (NYSE: LUX), with net sales of more than €7.3 billion in 2013, over 70,000 employees and a strong global presence, is a leader in the design, manufacture, distribution and sales of premium, luxury and sports eyewear through a range of house and licensed brands in its portfolio. The Group's wholesale distribution network, covering more than 130 countries across five continents, has 20 distribution centers and over 40 commercial subsidiaries. Luxottica's retail network for prescription and sun segments comprises over 7,000 stores worldwide as of Dec.31, 2013. The Group operates in North America through its LensCrafters and Pearle Vision retail brands and its retail licensed Sears Optical and Target Optical, in Asia-Pacific through OPSM and Laubman & Pank, in China through LensCrafters, in Latin America through GMO. Luxottica's global sun and luxury retail organization includes Sunglass Hut, ILORI, The Optical Shop of Aspen and Bright Eyes brands. The Sunglass Hut brand has a global presence in North America, Asia-Pacific, South Africa, Europe, Latin America and the Middle East. In the U.S., Luxottica is one of the largest managed vision care operators through EyeMed. @Luxottica

STEVE HARTMAN

MANAGING DIRECTOR, URBAN OUTFITTERS DIRECT AND MARKETING



Steve holds responsibilities for the urbanoutfitters.com ecommerce business as well as Urban Outfitters' creative and marketing activities in North America. Prior to Urban Outfitters, Steve spent most of his career at eBay where he held numerous leadership roles in both the internet marketing and technology organizations, including responsibility for advertising on ebay.com and running eBay Partner Network, eBay's global affiliate marketing network. He currently sits on advisory boards for Gundlach Bundschu Winery and Sparefoot.com. Steve has a BS in Mechanical Engineering from Carnegie Mellon and dual MBAs from

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the Haas School of Business at UC Berkeley and Columbia Business School at Columbia University. URBN (Urban Outfitters, Inc.) (Nasdaq: URBN) is an innovative specialty retail company, which offers a variety of lifestyle merchandise to highly defined customer niches through Urban Outfitters stores in the United States, Canada, and Europe, catalogs and websites; Anthropologie stores in the United States, Canada and Europe, catalogs and websites; Free People wholesale, which sells its product to approximately 1,400 specialty stores and select department stores; Free People stores, catalogs and website; Terrain garden center and website and a BHLDN website. [@urbanoutfitters](#) [@stevehartman](#)

ROY HESSEL

PRESIDENT, ONLINE INITIATIVES, ESSILOR



Hessel founded EyeBuyDirect.com in 2005. The company's experienced designers, engineers and customer service specialists deliver eyeglasses throughout the world. In 2013, EyeBuyDirect was acquired by Essilor International, and Hessel now oversees Essilor's online initiatives which also include FramesDirect and, pending acquisition just announced, Coastal.com. Prior to founding EyeBuyDirect, Hessel was an analyst with Giza Venture Capital, an international investor in seed and early-stage technology companies. His experience also expands to the M&A and licensing industries, having worked with the Novartis Institute for Biomedical Research. Hessel has a MBA from Rutgers Business School, following his bachelor's studies in Economics and Philosophy at Tel Aviv University. [@eyebuydirect](#) [@framesdirect](#)

INSIYA LOKHANDWALA

BUSINESS DEVELOPMENT, GOOGLE GLASS



Insiya Lokhandwala is currently a Business Development lead at GoogleX, where she focuses on strategic partnerships for Google Glass. Prior to joining Glass, she led YouTube's distribution partnerships, making YouTube available globally on living room consumer electronics devices. In her more than seven years at Google, she has worked on a number of Google products like TVAds, YouTube live streaming, Google Checkout, and premium content licensing. Prior to Google, Lokhandwala was at ActiveVideo Networks, working on the startup's cloud based services to enable interactive television programming. She holds a master's degree in Engineering from Stony Brook University. [@googleglass](#)

COREY MACK

CEO & HEAD OF DESIGN, LAFORGE OPTICAL



Corey Mack is an alumnus of Rochester Institute of Technology's Mechanical Engineering Technology Program with a minor in Entrepreneurship. He has bootstrapped one startup and was technical advisor of the 2012 Mass Challenge winner, StrongArm. Mack is currently the CEO and head of design for Laforge Optical, a company that designs prescription eyewear with an embedded heads-up display. Mack's design mantra is that "products should be designed for people, not in spite of people" and will bring that ethos to the wearable tech industry. In his free time, Mack designs alternate fuel vehicles. [@coreybmack](#)

TIM MOORE

FOUNDER, VENTURE GLASS, DIRECTOR OF DIGITAL VISION, ROCHESTER OPTICAL



Tim Moore is the founder of Venture Glass, director of digital vision at Rochester Optical, and was recently identified by Forbes as “an emerging thought leader in wearable technology.” He has over 20 years of experience in digital leadership, from The New York Times Company, to the founder of multiple technology startup companies. He also writes on emerging trends in wearable technology for The Next Web.

[@TimMoore](#) [@rocoptical](#)

CARLO PRIVITERA

LUXOTTICA DIGITAL AND E-COMMERCE INNOVATION LAB PRESIDENT, GLASSES.COM



Carlo Privitera has been appointed as the head of this new initiative at Luxottica this year. Formerly Chief Operating Officer over the North America Retail Business Services, Privitera has a history of strong growth with Luxottica since joining the company in 2005. He began his career as the head of Industrial Supply Chain and was next appointed as Chief Information Officer. For the last three years, he has led the North America Retail Business Services, comprised of Asset Protection, Central Planning, Corporate Communications and Internal Media, Human Resources, Logistics, Real Estate and Strategic Environments. From December 2001 to February 2005, Privitera served in various capacities, including Supply Chain Management for Alfa Romeo and Production Control & Logistics for Fiat Auto subsidiaries. From 1996 to 2001, he served as Senior Manager in Efeso Consulenze. Carlo holds a bachelor's degree in Engineering from the Politecnico of Milan.

[@CarloPrivitera](#)

CHARLIE SCHICK, PhD

DIRECTOR, IBM WATSON FOUNDATIONS, HEALTHCARE & LIFE SCIENCES



Charlie Schick, PhD, is Director, IBM Watson Foundations, Healthcare and Life Sciences, driving solution development, sales consulting, and go-to-client activities. IBM Watson Foundations is IBM's foundational Big Data and Analytics components for the cognitive era. Prior to his work at IBM, Schick worked at Boston Children's Hospital, and at Nokia, in Finland. During his career he has designed and launched web and mobile products; provided Internet, social media, and editorial strategy consulting; written numerous articles for online and print publications; published several biomedical research papers in leading journals; and co-authored a book on advanced phone systems. He has a graduate degree in molecular and cellular biology from the University of Massachusetts Amherst. [@IBMBigDataHLS](#) [@IBMBigData](#) [@IBMBigData](#) [@molecularist](#)

EDWARD TANG

CEO AND CO-FOUNDER, AVEGANT



Edward Tang is the CEO and co-founder of Avegant, an advanced near-eye display company. At Avegant, he helped develop the Virtual Retinal Display technology, a screenless micromirror-based display that projects images directly onto the retina. This technology was integrated into the Glyph, a innovative design featuring the VRD technology embedded into the headband of a set of premium headphones.

Tang launched a successful Kickstarter campaign for the Glyph in January 2014, raising over \$1.5M. He has over 10 years of advanced R&D and product development experience and has over 20 issued and pending patents. [@avegant](#)

SARAH THURBER, M.S.

MANAGING PARTNER, FOURSIGHT, LLC



A leader in innovation and creativity, Sarah Thurber, M.S., is the Managing Partner at FourSight, LLC, a publishing firm that specializes in developing research-based tools to enhance innovation and team performance. For the last 10 years, Sarah has worked in partnership with academic researchers and top innovation consultants to develop FourSight: Your Thinking Profile along with

a range of other online and print-based training tools that support cognitive diversity and creative problem solving. FourSight tools, now available in seven languages, have served as a platform for promoting innovation for clients like Nike, Disney, HP, IBM, Kraft, Prudential, US Bank, L'Oreal, the BBC and the Canadian Government. FourSight has tripled in size and revenue in the last three years. Sarah is coauthor of *Creativity Unbound—An Introduction to Creative Process* (5th ed.), as well as *Facilitation — A Door to Creative Leadership* (4th ed.). She was instrumental in spearheading the publication of the Jossey-Bass book, *The Innovative Team*, a FourSight business fable by authors Chris Grivas and Gerard Puccio. As part of her Masters of Science degree in Creative Studies, Sarah developed Your 2-Minute Thinking Tip video series to share creativity skills through social media. In 2012, she was awarded the Fires-tien Family Creative Achievement Award for her graduate work at the International Center for Studies in Creativity. FourSight has been featured in *The New York Times*, as well as the “Great Courses” lecture series as part of “The Creative Thinker’s Toolbox.” [@FourSightTeam](#)

MICHELL ZAPPA

EMERGING TECHNOLOGY STRATEGIST, ENVISIONING TECHNOLOGY



Michell Zappa is a keynote speaker on emerging technologies. He has presented in both corporate and public settings and his 30-minute talks focus on how imminent technological changes are likely to impact society. Zappa discusses what technology means, present future-shocking technologies and extrapolate plausible science-fiction scenarios of the near future. His talks gives recipients an edge in foresight thinking and aims to resonate a message of questioning veiled truths to improve our future. Zappa has presented to executives at Vodafone, Tesla Motors, Twitter, Schiphol, KLM, Philips, Deutsche Bank & Samsung and spoken at Global Futures Forum, The Next Web & PICNIC. Envisioning Technology is a technological trend forecasting firm headed by Zappa. It focuses on explaining where society is inexorably heading in the near future by extrapolating on current developments and advances in keynote presentations and visualizations. It is predominately based in Berlin, London, São Paulo and New York. Envisioning Technology’s research facilitates understanding the field for those who work in technology by painting a bigger picture of where the landscape is heading. In this, the firm tries to guide both corporations and public institutions in making better decisions about their (and society’s) future.

[@envisioning_io](#) [@michellezappa](#)

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