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## **TRANSITIONS OPTICAL ANNOUNCES CHANGES TO THE STRUCTURE OF THE NORTHERN EUROPE COMMERCIAL TEAM**

Transitions Optical has made key strategic changes to the structure of the Northern Europe Commercial Team. Luca Conte and Matt Dorling have been promoted to Country Managers with immediate effect and will report into Roland Allen, Business Director Northern Europe.

Luca will lead the UK & Ireland team following on from his role as Business Manager UK & Ireland. Luca originally joined Transitions in April 2003 as a Trade Consultant. Prior to joining Transitions, Luca was a partner in a restaurant business for 6 years. His previous sales experience includes Senior Advertising Field Sales Representative for the Manchester Evening News and Telesales Team Manager with Nu-Media.

Matt will lead the Nordic & Baltic team, having rejoined Transitions Optical in May 2006 in a Retail role as Business Manager, HAL Group. Before this, Matt worked with Carl Zeiss Vision in the UK where he spent 15 months as Divisional Manager Lenses, responsible for the sales, marketing and operations teams. Prior to this Matt spent 6 successful years with Transitions, initially as Trade Developer then subsequently as Business Manager UK.

Roland Allen says, "The promotion of two of our experienced managers is a natural progression for Transitions Optical to help us achieve our ambitious growth objectives for 2009 and beyond."

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