



VISION IMPACT INSTITUTE™

The Vision Impact Institute Announces Leadership Transition

VII Recognizes Outgoing President Maureen Cavanagh and Congratulates Incoming Global Executive Director Kristan Gross

Dallas – January 8, 2017 – The [Vision Impact Institute](#) (VII) today announced the leadership transition from President Maureen Cavanagh to Kristan Gross, who recently served as the organization’s director of global content and communications. Cavanagh has successfully led the VII for more than two years in its mission to raise awareness about the importance of healthy vision and quality of life benefits of vision correction.

“I would like to thank Maureen for successfully leading the Vision Impact Institute for more than two years and for championing healthy vision to organizations, policy makers, teachers and many others around the world. Her contributions have positioned the VII as a thought-leader in the global conversation around the impact of vision, and we wish her all the best as she transitions into her soon-to-be-announced new role with Essilor of America,” said Jayanth Bhuvanaraghan, Chief Mission Officer, Essilor International.

“We’re pleased to announce the promotion of Kristan to her new role as global executive director for the VII,” said Bhuvanaraghan. “Kristan’s longstanding devotion to the conversation around vision health has been clearly seen in her previous work at the VII and her support of efforts to expand awareness through evidence-based research of the global need to address uncorrected refractive error.”

“I am grateful for and thrilled by the opportunity to lead an organization dedicated to improving vision health on a global scale,” said Gross. “Together, with the help of our partners and the evidence apparent in credible, compelling research, we can validate the importance of the socio-economic impact of vision health and continue *Giving Vision a Voice*.”

Gross has been with Essilor of America since 2007 when she joined as public relations and communications lead. Since 2015, Gross has served as global director of content and communications for the VII. She was appointed vice chair of Vision2020 USA in 2016 and was named one of VisionMonday’s Most Influential Women in Optical in 2014. Gross is a member of the Optical Women’s Association and serves on its communications committee. Gross began her new role effective Jan. 1, 2017, and in the coming months, she will build her team in Dallas and other parts of the world.

About the Vision Impact Institute

The Vision Impact Institute's mission is to raise awareness of the importance of healthy vision, including the socio economic impact of uncorrected refractive error (URE) and quality of life benefits of visual correction. Its Advisory Board is comprised of four independent international experts: Pr. Kevin Frick (United States), Pr. Clare Gilbert (United Kingdom), Pr. Kovin Naidoo (South Africa) and Mr. Arun Bharat Ram (India).

The Vision Impact Institute is a registered 501(c)(3) non-profit organization, which receives support from the Vision for Life Fund from Essilor, the world leader in ophthalmic optics. The Vision Impact Institute hosts an interactive web platform, a unique data base of research, available at visionimpactinstitute.org.

Vision Impact Institute – 13455 Branch View Lane, Dallas, TX 75234

Media Contact Information

Katie Doran
Global Advocacy Coordinator
Vision Impact Institute
214.496.4620
press@visionimpactinstitute.org