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OPTICAL WOMEN'S ASSOCIATION WELCOMES ROBYN CRIMMINS TO ITS BOARD OF DIRECTORS

DALLAS, TX – April 24, 2016 – Robyn Crimmins, senior director of marketing and commercial operations for the VSP Optics Group, Sacramento, California, was elected to the OWA board at the March 2016 board meeting. Crimmins joined the OWA as a member in September 2012 and had been attending OWA events for several years prior to joining.

“I joined the OWA because I recognized the organization as one I wanted to be a part of. OWA has always had the right mix of leadership, networking opportunities, and leading edge industry information, all presented in a welcoming and fun atmosphere. OWA provides me with valuable connectivity and information combined with a group of people I enjoy,” explained Crimmins.

Crimmins worked as part of the team that was tasked with rebranding the OWA logo, colors and Website. With her experience managing brand development for VSP companies including VSP Vision Care, VSP Global and Marchon, Crimmins was a natural for the task.

“I love the new OWA brand,” said Crimmins. “And I am proud to say I contributed to it!

Crimmins will be sworn in at the April board meeting to take place in New York, on April 14th. She is looking forward to being more involved in the leadership of the organization.

“I see becoming more involved in the OWA as a way to extend my network into other parts of the optical industry,” said Crimmins during her interview. “To be more closely associated with other leaders in the industry is an opportunity to round out my own skills and understanding, and to give back to the industry at the same time.”

“We are very excited to welcome Robyn onto the board. We know she is going to be an amazing addition to our leadership team,” said Heather Smith, OWA president.

Since joining VSP in 2006, Crimmins had the opportunity to work with all of the VSP companies and with all of their audiences. She started in VSP Vision Care as the manager of commercial marketing, became the director of VSP Global Marketing when VSP acquired Marchon in 2008, and more recently became senior director of marketing and commercial operations for the VSP

Optics Group. In her current role, her responsibilities include: setting marketing, branding and communications strategy for all of VSP proprietary lens products as well the VSPOne Optical Technology Centers and the administration of all sales and customer-facing programs.

Before VSP, Crimmins worked for 12 years at The Dentists Insurance Company (TDIC), a subsidiary of the California Dental Association. At TDIC, she was the vice president of risk management and communications, where she led a team in the development and delivery of practice management seminars and educational resources for more than 20,000 dentists across the country.

The Optical Women's Association is a non-profit organization founded in September of 1997 with the mission of supporting and promoting the professional development of women in the optical industry. Projects and programs of the OWA include: the Connection Series, providing women in the optical industry with personal and professional growth opportunities; networking events at both Vision Expo East and West; and the annual Pleiades/Pyxis Star Award Ceremony, which recognizes and honors individuals who have made a significant difference for women in the optical industry.

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