

## **Essilor of America Executive Biography**

### **Sherianne James, Chief Marketing Officer, Essilor of America, Inc.**

Sherianne James joined Essilor of America in 2011 as Director of Global Consumer and Professional Insights for Transitions Optical, a wholly owned Essilor subsidiary. She became Vice President, Marketing in June 2016. The Marketing organization's priorities include bringing proven product superiority and breakthrough innovations to market; leveraging consumer marketing to shape consumer traffic and drive sales; providing the insights and business intelligence to enable the company to make data-centric decisions; and acting as a partner to the sales team to generate demand. Sherianne earned an MBA from the Kellogg School of Management at Northwestern University and a CHE in Chemical Engineering from the University of Florida. "My lenses have Varilux, Transitions and Crizal. One day I lost my glasses and had to quickly get a replacement pair. I couldn't clearly see between near and far and realized the glasses didn't have Varilux. I can personally tell you the difference it makes to have premium lenses."