

# EMPOWER

An OWL Magazine



fall 2019

## contents

- 2 Enhance Your Leadership Skills Through a Mentor, Coach, or Sponsor – OWL Can Help!  
*by Beth Marsh*
- 3 OWL Champion Circle Members
- 4 OWL Survey  
*by The Fundingsland Group*
- 6 Nominees for the OWL Visionary Leader Award, Catalyst Award, and Rising Star Award

**OWL**  
Advancing Diversity in Leadership

# Enhance Your Leadership Skills Through a Mentor, Coach, or Sponsor – OWL Can Help!



Mentors, coaches, and sponsors may serve different purposes but the end result is the same – to support your ability to achieve your professional and/or personal goals.

With the fall school schedule back in session, it energizes me to look for guidance, motivation, emotional support, and role modeling to enhance leadership skill-building. It also reminds me of my responsibility to give back as a mentor/coach/sponsor.

Have you thought about how a mentor, coach, or sponsor could increase your leadership skills? There is so much written about which is best - a mentor, coach, or sponsor - that it can be difficult to distinguish between them all.

Looking at a variety of definitions online, mentors, coaches, and sponsors may serve different purposes but the end result is the same – to support your ability to achieve your professional and/or personal goals. A mentor is generally defined as a partnership between two people (mentor and mentee), normally working in a similar field or sharing similar experiences. A coach is generally a person who someone employed to help them attain their business, career or life goals. And a sponsor is typically defined as a senior leader who uses their influence to help the more junior person reach high-visibility assignments, promotions, or positions.

OWL continues to seek ways to drive its impact in advancing diversity in leadership. We are proud to announce the OWL Fellows Program which will increase support and connection opportunities by pairing interested rising leaders with established leaders in the ophthalmic space. These connections should allow parties to grow, share experiences and impact careers.

Additional benefits of OWL membership include maximizing your impact at OWL networking events, chapter meetings and OWL’s Virtual Forum. This newly established Forum enables OWL members to post topics of interest, ask advice, post jobs, upload articles or share links and initiate conversations with other members – check it out today!

Research from 3Plus in 2014 in the MBA community found that a key differentiator between men and women was a lack of career strategy. Research from HBR found that only 5% of women set career goals, they focus more on internal opportunities and fail to build up a knowledge of the wider market. HBR concludes this means they’re more vulnerable to a career crisis.

So don’t wait until you have a crisis to build your leadership skills. Harness your back-to-school energy to determine who would be a good fit for you as a mentor, coach, or sponsor, and how OWL can help you reach your goals.

Beth Marsh  
President



# OWL Appreciates Champion Circle Members

Champion Circle Members are advocates and champions of the OWL Mission, Vision, and Values; they are leaders in their organizations; they actively recruit new OWL members; and they contribute significantly in OWL by attendance, and leadership at Board or Committee levels. Learn more at [www.owl-site.org](http://www.owl-site.org)

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- Zaina Al-Mohtaseb, MD** • Assistant Professor of Ophthalmology & Associate Residency Program Director; Cornea, Cataract & Refractive Surgery, Baylor College of Medicine
- Jacqueline Armani** • Medical Science Liaison, Alcon
- Jeannette Bankes** • President & GM, Global Surgical Franchise, Alcon
- Joanne Bara** • VP US Education and Marketing, Ziemer USA
- Patti Barkey, COE** • Director, Dry Eye University
- Kim Bartels** • VP, Vance Thompson Vision
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- Hayley Boling, MBA** • CEO, Boling Vision Center & INSIGHT Surgery Center
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- Jared Young** • VP of Marketing and Communications, CorneaGen

# Ophthalmic Business and Leadership Trends Survey

By The Fundingsland Group

36  
QUESTIONS



32%  
WORK OVER  
50 HOURS  
PER WEEK



## Top two motivations for developing your career:

- 27% Financial rewards/security
- 22% Opportunity to use my position to have a positive impact on the world
- 20% Opportunity to impact the success of my company
- 14% Opportunity to be a role model for others
- 10% Opportunity to influence the culture of my workplace
- 7% Recognition of my achievements and success

## How did you find out about your most recent position?

- 27% Industry colleague
- 21% Friend
- 11% Job posting via online search
- 5% Recruiter
- 3% Industry supported event/website/association
- 2% College supported job search

## Regarding Negotiations:

Only 48% made an attempt to negotiate a higher salary and/or additional benefits in their last employment transition.

For those that negotiated:

- 87% were somewhat and very satisfied with the outcome of that negotiation

For those that did not negotiate:

- 27% didn't think about it
- 20% said they were not confident with having the discussion

363

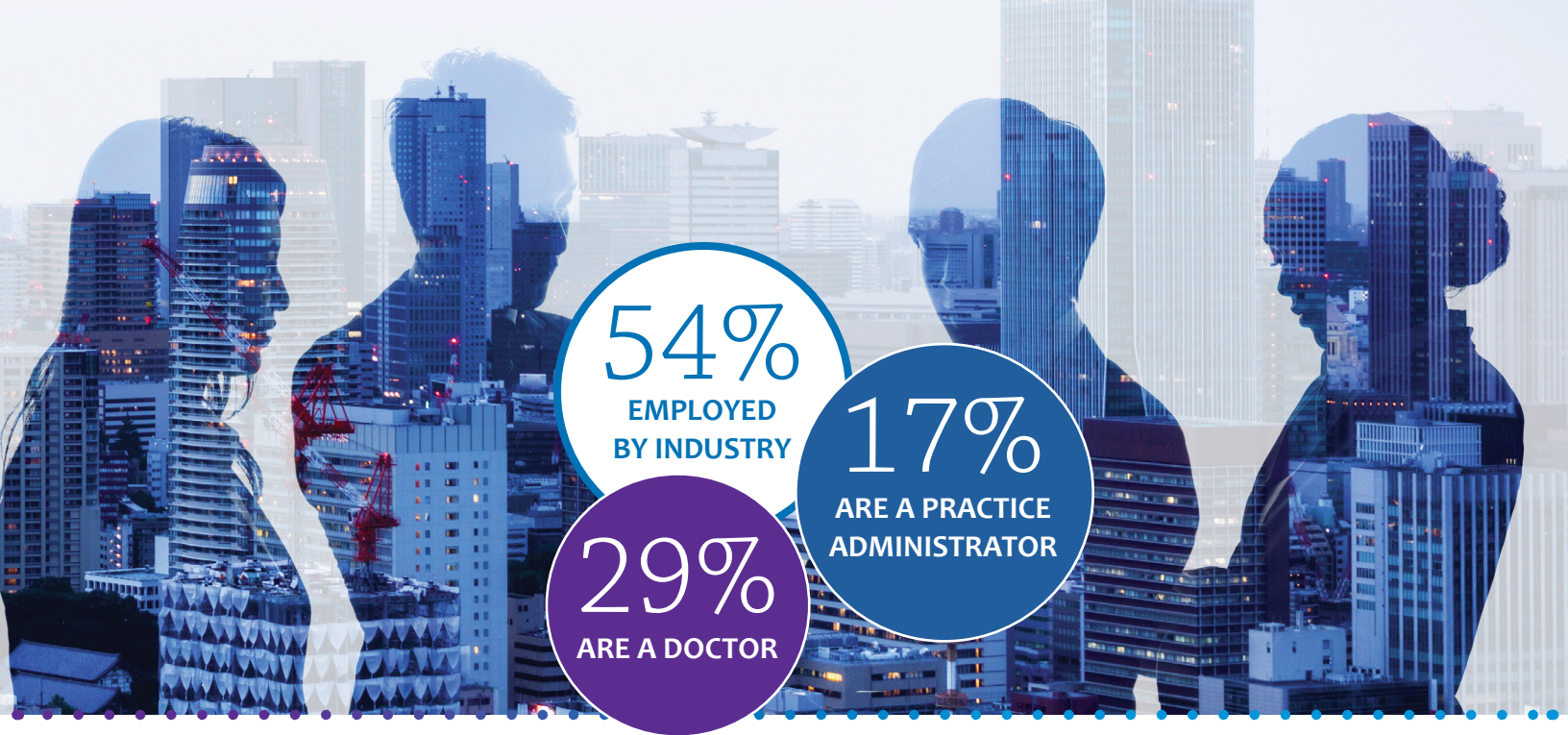
RESPONDENTS

73%

FEMALE

27%

MALE



54%  
EMPLOYED  
BY INDUSTRY

17%  
ARE A PRACTICE  
ADMINISTRATOR

29%  
ARE A DOCTOR

## Survey Reveals Importance of Networking and Negotiating in Ophthalmology

The Ophthalmic Business and Leadership Trends Survey was launched in September 2019 in order to elucidate the current opinions and business practices of professionals across the ophthalmic industry.

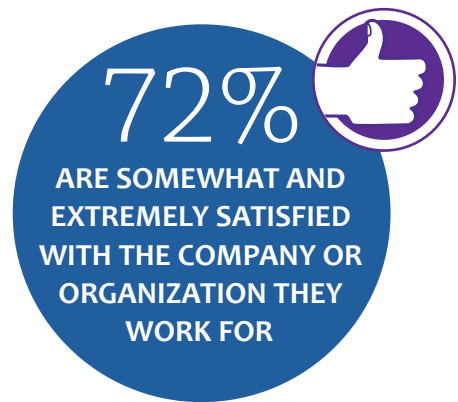
Over 360 people responded to the survey, including OWL members, practicing doctors, practice administrators/CEOs, and men and women employed by ophthalmic/optometric industry. Almost three-quarters of respondents were female, and 86% were located in the U.S.

The majority of people working in the ophthalmic industry are satisfied with the company or organization they work for, according to the Ophthalmic Business and Leadership Trends Survey. The top two motivations for developing their career were financial reward/security as well as the opportunity to use my position to have a positive impact on the world.

The survey highlighted the need for strategic networking. Nearly two-thirds reported that they felt they had a strong and extremely strong network of connections throughout the field of ophthalmology. Most commonly, people found out about their most recent position through an industry colleague or friend.

However, less than half made an attempt to negotiate a high salary and/or additional benefits, such as vacation time, cell phone, or relocation assistance, their last employment transition. For those that negotiated, 87% were somewhat and very satisfied with the outcome of that negotiation. For those that did not negotiate, one-quarter didn't even think about negotiating and 20% said they were not confident with having the discussion.

Further analysis will reveal differences and commonalities on respondents based on age, gender, ethnicity, and occupation. More details from the survey will be announced in the coming months. ■



# Nominees for the 2019 OWL Awards

OWL is pleased to introduce the nominees for the Visionary Leader Award sponsored by Ziemer, Catalyst Award sponsored by CorneaGen, and Rising Star Award sponsored by Link Consulting. The winner in each award category will be announced at the OWL Signature Event in San Francisco on Sunday, Oct. 13, 5:30 – 7:00 PM, at The InterContinental.

## Visionary Leader Award Nominees

*Honoring an individual who has paved the way for diversity in their field through significant achievement.*



Robert J.  
Dempsey, MBA

Robert Dempsey joined Shire in 2014 and was the Group Vice President and Head of the Global Ophthalmology Franchise. He transitioned to Takeda, Inc. in January of 2019 and led the divestiture of the lead Ophthalmic asset Xiidra® (lifitegrast ophthalmic solution) 5% to Novartis in May 2019 for up to \$5.3B from Shire's initial investment of ~\$165M in 2013.

Previously, Robert led Shire's Ophthalmology Franchise in the US. He was instrumental in building and launching the Franchise and has extensive leadership experience in sales, marketing, medical affairs and business development.

Under Robert's leadership, Shire developed a diverse pipeline through strategic acquisitions and organic growth, and in July 2016, secured US FDA approval on its first product in the eye care space, Xiidra® (lifitegrast ophthalmic solution) 5%. Robert was responsible for leading the commercialization strategy for dry eye disease, from launch preparation to in-market implementation, which ushered in a new era for Shire in Ophthalmology. Shire's activities in the space reignited the marketplace and helped establish the company as a leader in dry eye disease.

*Continued on page 10*



Monty  
Montoya

As President and CEO of CorneaGen, Monty Montoya is dedicated to transforming cornea care by driving innovations in research, products, prevention and policy to help the 10 million living with treatable corneal blindness. For more than 20 years, Monty has been instrumental in the careers of professionals who have become leaders in eye care and the larger healthcare industry. He is an advocate for diversity and always supports people who show promise and the desire to elevate themselves in their careers.

Monty joined SightLife in 1997, when he was hired to turn the organization around from a period of financial struggle. Under his determined leadership, SightLife's growth scaled from a modest \$1.9 million to more than \$30 million in 10 years, with nearly \$10.5 million reinvested back into sight-related programs for low-income populations domestically and abroad. In 2017, he shifted his focus to solely lead CorneaGen.

Monty recruited Claire Bonilla from Microsoft to serve as Chief Global Officer at SightLife and then nurtured her development as a leader in the organization, ultimately sponsoring her to follow him in the CEO role.

*Continued on page 10*



Candace S.  
Simerson,  
FASOA, COE,  
CMPE

Candace S. Simerson (Candy) is the founder of iCandy Consulting, LLC located in Marana, Arizona. Previously she was President of Minnesota Eye Consultants, PA for 18 years.

Candy is a Certified Ophthalmic Executive (COE), and a Certified Medical Practice Executive (CMPE). She is a past-president of ASOA and a past Chair for the National Board for the Certification of Ophthalmic Executives.

In 2011 Candy was awarded the ASOA Pinnacle Award for Volunteerism in addition to becoming an ASOA fellow the same year.

Candy is an advocate for advancing diversity in leadership and currently serves as a Board Member for Ophthalmic World Leaders (OWL). She also serves as a Board Member on the Hawaiian Eye Foundation.

Candy is a frequent lecturer at ophthalmic meetings and has published numerous articles regarding practice management trends. ■

# Catalyst Award Nominees

Honors an individual who has contributed significantly to helping others advance their career in eye care.



Amy  
Jacobs

Amy Jacobs is Vice President and co-founder of Sandbox Strategic. She brings more than 15 years of ophthalmic marketing expertise to Sandbox Strategic which she formed with Dawn Thompson in 2013. Since that time, Sandbox Strategic has consulted with more than 20 companies in the busy eye-care space ranging from large companies like Alcon, Allergan, and Glaukos to many notable acquired start-up companies such as Wavetec and Clarvista.

Ms. Jacobs began her career at Alcon in sales, training, and practice development before joining eyeonics, Inc., an ophthalmic start-up, as their global marketing director. In this critical role, Ms. Jacobs was integral to the highly successful Crystalens product that was subsequently acquired by Bausch & Lomb. Post acquisition, Ms. Jacobs served as Global Director at Bausch & Lomb Surgical where she contributed to several key product launches, acquisitions, direct-to-consumer campaigns, development of key opinion leaders, and a wide range of marketing campaigns.

Ms. Jacobs is a UCLA alumni and an Orange County resident, where she lives with her husband and two daughters. ■



Tracy  
Kenniff,  
MBA,OCS

Tracy J. Kenniff, CEO of the Eye & LASIK Center, is celebrating her 20th anniversary with the Practice. During her tenure, Tracy has grown personally and professionally and has contributed to the growth of the practice from a small independently owned practice to a nine-location, multispecialty practice now co-owned with a strategic investor serving communities throughout the Central and Western Massachusetts community.

One of Tracy's greatest strengths is her personal drive, she notes, beyond what is humanly possible. This quality has allowed her to balance life between the three things that have brought success and happiness: family, career, and passion for the ophthalmic field.

As an Administrator and CEO, she possesses strengths in revenue enhancing activities, financial benchmarking, and strategic planning for the integrated eye care business. Concentrating on growth, and what is new in Ophthalmology, has proven successful by networking and joining groups and associations such as AAOE, ASCRS, ASOA, JCHAPO, Hawaiian Eye Foundation and OWL along with becoming a national speaker for such organizations.

Throughout her career, Tracy has pushed herself to further her knowledge and skills by earning a second Master's Degree in Entrepreneurial Thinking & Innovation, and achieving a Black Belt in Lean Six Sigma in efforts to

*Continued on page 10*



Casey  
Lind

Casey Lind is an experienced leader in ophthalmic medical device, with over 30 years of ophthalmic surgical and drug delivery experience providing leadership in Manufacturing and Global Operations, as well as in R&D. Her background includes her current role as Managing Partner, Pathfinder Meddevice Consulting, LLC, as well as having recently held the position of Chief Operating Officer, Presbia, where she was responsible for Manufacturing, R&D, Quality & Regulatory, and Clinical.

Prior to launching Pathfinder Meddevice Consulting in mid-2019, Ms. Lind was COO of Presbia, a \$67M publicly traded ophthalmic medical device company focused on presbyopia correction. Additionally, with over 25 years at Alcon, she held roles with increasing responsibility in both Manufacturing and R&D, where she held leadership roles including General Manager, Alcon (St. Louis, MO), global Surgical Product Support for Cataract, Retina, Diagnostic and Consumables, and she established the early R&D teams in Surgical Glaucoma and Drug Delivery Device, before completing her career (at Alcon).

Ms. Lind has numerous issued patents in drug delivery, injection/dose control, MEMS based posterior segment drainage and flow, and key manufacturing processes. Ms. Lind is a graduate of Iowa State University, with a degree in Business, and received her MBA from Webster University.

*Continued on page 10*

# Rising Star Nominees

Honors an individual who is an emerging leader in the ophthalmic space.



Zaina  
Al-Mohtaseb

Zaina Al-Mohtaseb, M.D. is an ophthalmologist specializing in cornea, external disease, cataract and refractive surgery.

Dr. Al-Mohtaseb earned her medical degree with honors from Baylor College of Medicine. She completed her ophthalmology residency at the Cullen Eye Institute at Baylor College of Medicine and was elected Chief Resident. She finished her training at the University of Miami's Bascom Palmer Eye Institute with a fellowship in cornea/external disease, cataract & refractive surgery.

Dr. Al-Mohtaseb has authored more than 40 peer reviewed scientific publications and book chapters and is an active peer-reviewer. She has taken an active leadership role and presents at multiple national and international conferences and has become a key opinion leader in ophthalmology. She truly enjoys education and is currently the associate residency director at BCM and involved heavily with ASCRS Young Eye Surgeon committee.

In her free time, Dr. Al-Mohtaseb loves spending time with her husband Rami Farasin, daughter Aya Farasin, and brother and parents. ■



Kristen  
Harmon  
Ingenito

Kristen Harmon Ingenito has more than 14 years of experience in the ophthalmic industry, with a decade of those years analyzing markets and reporting for Market Scope. Kristen is the Vice President of Market Scope and manages the Global Ophthalmic Division. She authors several reports including the Refractive and Ophthalmic Diagnostic market reports. In addition, she is a contributing writer for Ophthalmic Market Perspectives, the firm's monthly industry newsletter, as well as several other industry publications.

Kristen graduated with her MBA from The George Washington University School of Business in May 2019, with a focus on global consulting and entrepreneurship. She was honored to be named a Forté Fellow with GWSB through the Forté Foundation, a non-profit consortium working to launch women into fulfilling and significant careers.

Kristen has been an OWL member since she began her career and had the opportunity to Co-Chair OWL Programs committee from 2016-2018, where she was focused on bringing engaging content and authentic leaders to the front of our conversations. She gained inspiration from the passion and effort poured into this organization behind the scenes.

When she's not numbers crunching or building awesome charts, Kristen enjoys spending time outdoors with her husband (Tony), daughters (Izzy and Morgan), and dog (Lola).

*Continued on page 10*



Abigail  
Markward

Abigail Markward has twenty years of experience in the ophthalmic industry. Abby is currently the National Director of Business Development for PentaVision, an ophthalmic publishing company. In addition, she works to coordinate the content and promotion for the Southern California chapter meetings of Ophthalmic World Leaders and volunteering for SightLife, a non-profit organization dedicated to eliminating corneal blindness worldwide.

Abby received her MBA at the University of Memphis and began her ophthalmic career working on the advertising agency side with clients in medical device and pharmaceutical areas. She then transitioned to the corporate side and has extensive experience in marketing and product management working for companies such as J&J and Bausch + Lomb.

Abby has been an OWL member since 2003 and has served as a member of OWL's Development Committee since 2017, working to secure resources to ensure OWL's success. She is honored and excited to be traveling to Nepal for a SightLife Women Advocate's Trip and to assist in raising awareness of their prevention program.

When she's not traveling to various client locations and ophthalmic meetings, she spends her time at home with her family and two doggies, Zachary and Oliver. She loves reading, snowboarding, hiking and going to the beach. ■





# OWL CONNECTS

Chances are there's an OWL Chapter near you!



## North Carolina Chapter LAUNCH

Celebrate the launch of our new chapter in North Carolina - join us for our first NC OWL Connect Event!

**WHEN** Thursday, November 7, 2019  
5:30 to 7:30 pm

**WHERE** Mez  
5410 Page Rd, Durham, NC 27703

**REGISTER** <https://owl.wildapricot.org/event-3530047>

*Thank you to our sponsors for this event:  
Ora and Wordsmith Consulting*



## Northern California Chapter LAUNCH

Join us for our first Norcal Connect Event! Help us celebrate as we launch our new chapter in Northern California!

**WHEN** Tuesday, November 19, 2019  
5:30 to 7:30 pm

**WHERE** Silicon Valley Capital Club  
Fairmont Plaza  
50 W. San Fernando, Suite 1700  
San Jose, CA 95113

**REGISTER** <https://owl.wildapricot.org/event-3533214>

*Thank you to our sponsor for this event: Zeiss*



## Southern California Chapter

**WHEN** Tuesday, November 12, 2019  
5:30 to 7:30 pm

**WHERE** Gavin Herbert Eye Institute  
Cavanaugh Conference  
University of California, Irvine  
850 Health Sciences Road  
Irvine, CA 92697-4375

**REGISTER** <https://owl.wildapricot.org/event-3246676>



## Northeast Chapter

Look for upcoming programming in 2020

### QUESTIONS?

Contact: Gaynor Fries, OWL Executive Director • [gfries@owlsite.org](mailto:gfries@owlsite.org)

*Thank you to our sponsor of OWL Chapters:*



# OWL Award Nominees *continued*

## VISIONARY LEADER

**Robert Dempsey** *continued from page 6*

Robert has over 25 years of diverse experience in the eye care industry. He is an independent Board member of SciFluor a subsidiary of Allied Minds, iVeena Inc., and Glauconix Biosciences, Inc. In addition, he serves on the Boards of the International Council of Ophthalmology Foundation, Holland Foundation for Sight Restoration and is a frequent panel member at the Ophthalmology Innovation Summit.

Robert is recognized for his knowledge and experience in the ophthalmology industry and his strategic relationships with leaders and eye care professionals. Robert has been involved in the creation of successful commercial programs and launches of more than ten ophthalmology products.

He has served as Executive Director of Medical Science at Bausch + Lomb where he oversaw the creation and execution of medical strategy for commercial and pipeline pharmaceutical and surgical products. He also held the position of Vice President of Ophthalmic Medical Affairs at Inspire in addition to roles in Medical Development, Director of Managed Markets and Senior Regional Sales Director. Earlier in his career, Robert was a senior-level manager for specialty companies Muro Pharmaceuticals, Inc. and Allergan, Inc.

He holds a Master's in Business Administration and a Bachelor of Science from Northeastern University in Boston, Massachusetts. ■

**Monty Montoya** *continued from page 6*

Monty also encouraged Caroline Hoover, who joined SightLife as a recovery technician, to pursue her MBA and become a leader – she is now VP of Operational Excellence at CorneaGen.

Initially at SightLife and now at CorneaGen, Monty guides the creation of educational programs for cornea fellows that help them to transition into their careers as surgeons. He has a long history of working with this diverse group, which includes Dr. Marjan Farid and Dr. Nicole Fram. Monty worked with Dr. Farid when she was a fellow at UCI on a research program focused on femtosecond lasers and has continued to encourage her development into an undisputed leader in ophthalmology. He worked with Dr. Fram when she was a fellow at Kaiser Permanente. Today, Dr. Fram is a recognized key opinion leader in the industry and a member of CorneaGen's medical advisory board.

Monty has been honored with prestigious awards for his vision and service, including the Ernst & Young 2014 Entrepreneur of the Year Award in the Pacific Northwest Life Sciences category and the Eye Bank Association of America's Heise Award. He holds a bachelor's degree

from Arizona State University and an MBA from Duke University. ■

## CATALYST

**Tracy J Kenniff** *continued from page 7*

streamline the practice with a focus on policies and procedures, effective problem solving skills, and the creation of logical solutions.

Tracy notes her greatest success has been embracing a charismatic leadership style with an ability to inspire others, an emphasis on team building through emotional intelligence, empowerment, self-awareness, and empathy toward others. Focusing on these qualities has truly allowed Tracy to help others achieve great results, and to develop a team that has afforded us to get where we are today.

Currently, Tracy holds positions as a Board Member for The Hawaiian Eye Foundation, a committee Member for OWL (Ophthalmic World Leaders) and President for the Chief Operating Counsel for the Strategic Investment organization Eye & LASIK.

Participating with her children in their extracurricular activities along with volunteering for numerous local and national organizations to help those in need is a priority. ■

**Casey Lind** *continued from page 7*

Ms. Lind continues to positively impact emerging leaders in the ophthalmic industry. Several of the engineers, PhD's, and MD's who have worked with and for her have gone on to assume senior leadership roles in the Ophthalmic Industry, as well as taken on leadership roles in academics. These leaders are now having impact at Glaukos, Alcon, J&J, and Cal Baptist University (CBU), as well as at multiple early stage ophthalmic startups.

While at Alcon, Ms. Lind founded the first ERG in this locale, Women Innovating Now (WIN), supporting Alcon sites in Irvine and Lake Forest, CA. She continues to actively participate in Ophthalmic World Leaders (OWL) contributing both at the national level, as an ongoing OWL Champion Member, as well as locally, in Orange County, CA, as Chair of the Southern California OWL chapter. ■

## RISING STAR

**Kristen Harmon Ingenito** *continued from page 8*

Kristen enjoys volunteering at her daughter's school. Overall, Kristen credits her success to tenacity, a good sense of humor, and an incredibly supportive tribe of family and friends. ■



## The OWL Vision

Ophthalmic World Leaders (OWL) endeavors to advance diversity in leadership, provide professional and personal development, create opportunities for collaboration, and pursue ophthalmic innovations in patient care.



## Where to Find OWL

OWL has an increasingly significant presence at industry meetings throughout the year including at **Connect Events** at the Hawaiian Eye, AECOS and ESCRS; **Signature and Networking Events** at ASCRS; and a **Signature Event with Award Ceremony** at AAO.

OWL members are invited to frequently visit [www.owlsite.org](http://www.owlsite.org) to find the latest information on programs, relevant blogs, and membership updates. In addition, look for local networking opportunities at OWL chapters in Southern California, the Northeast – and soon, North Carolina and Northern California.



## Get Connected

**You are invited to attend OWL at AAO 2019 Signature Event and Awards Ceremony**  
Keynote Speakers, Bradford & Bryan Manning  
co-founders of Two Blind Brothers

**Sunday, October 13, 2019 • 5:30 - 7:00 PM**  
The InterContinental San Francisco  
Grand Ballroom A & B  
888 Howard St., San Francisco CA 92101

**Register at [www.owlsite.org](http://www.owlsite.org)**

*OWL appreciates all sponsors and partners.*

*Visionary Leader Award Sponsor - Ziemer USA  
Catalyst Award Sponsor - CorneaGen  
Rising Star Award Sponsor - Link Consulting*

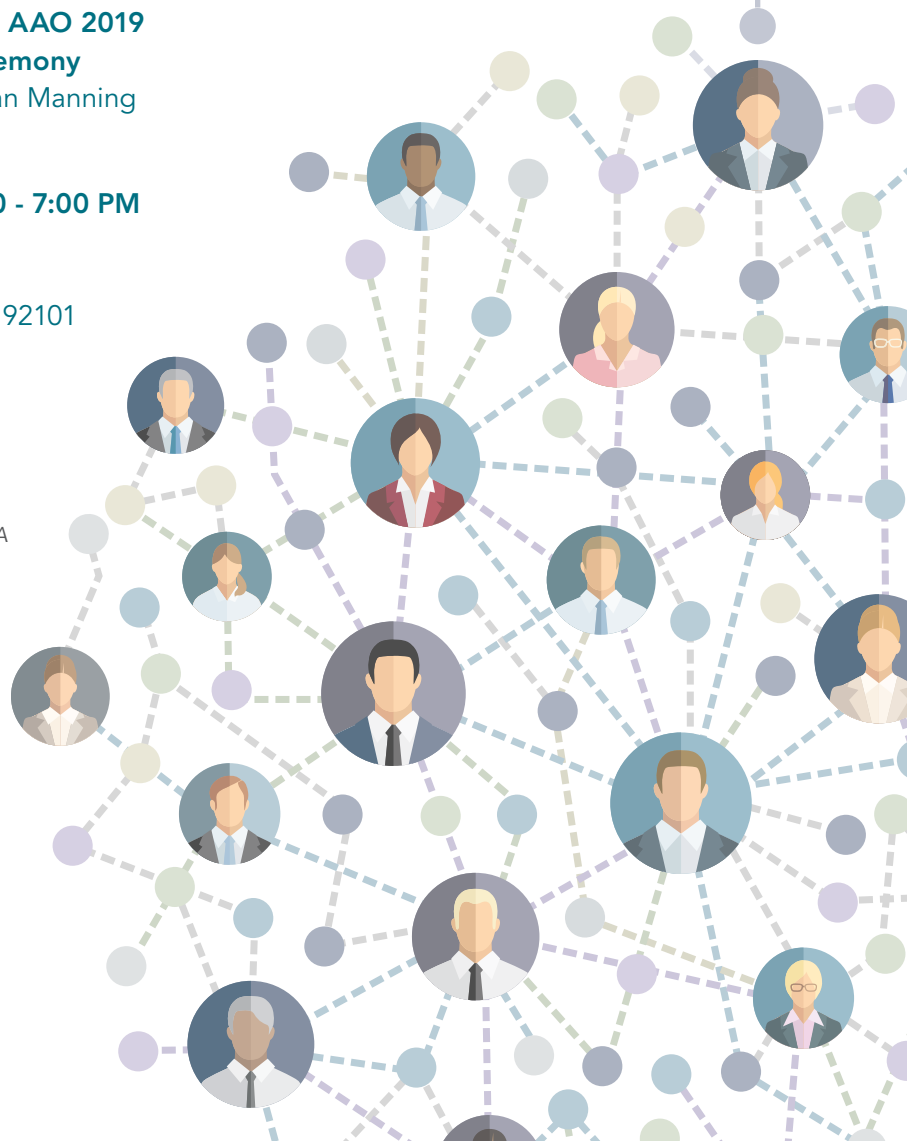
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Laurie Brown, MBA, COMT, COE, CPC, OCS, OSA, OSC, CPSS  
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Abigail Markward • Program Committee Chair  
Director of Business Development, PentaVision LLC



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