

EMPOWER

An OWL Magazine



fall 2023

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Compiled by Gaynor Fries and Sheryl Stevenson





PRESIDENT'S LETTER

Erin Schallhorn Powers

People Centricity

What a wild ride, team. Two years ago, I assumed the presidency of the premier organization championing leadership, diversity, and inclusion, in the eyecare space. And today, I am honored to share some of my final thoughts – for me, a love letter to OWL.

For many of you, perhaps your journey with OWL is just beginning. For many of you, me included, perhaps you have had a long-term relationship with OWL – even lasting decades. But for all of you, I hope that this organization has helped you to connect with what truly matters in our industry: the people.

It is the people who drive innovation to provide the best care possible. It is the people who deliver this care to patients every day. It is the people who ensure we have meaningful interactions with our colleagues – pushing us to become the best versions of ourselves. It is the people who inspire, foster, and encourage all generations to continue doing what we truly love: learning and leading, all to help the world SEE!

OWL took monumental leaps in the last year, all of which has been made possible by our outstanding people.

To our European leaders and the ESCRS, thank you for hosting one of the most impactful programs of my tenure: Katie Piper shared her journey of turning tragedy to triumph, surviving assault, and then creating a foundation to assist others. Sheraz Daya, MD, demonstrated his compassion and care through helping Katie save her vision. Thank you, our European friends – Barcelona 2024 here we come, with many more engagements in the meantime!

To our Optometric leaders, thank you for branching into a growing and monumentally important segment – an area that touches thousands of patients, thousands of practitioners, and thousands of industry professionals. Thank you, our optometric colleagues, for your open arms – and we look forward to a long partnership ahead!

To our Board of Directors and all of our Committee members and volunteers, thank you for your leadership and guiding the organization. You have ensured that we stay true to our mission and vision, providing valuable content and commitment to our membership. OWL's success is a beacon of your collaboration and dedication.

To Gaynor Fries, our Executive Director – you are the epitome of OWL. A selfless leader who guides through example, a brilliant and creative talent. Thank you for putting up with me for these two years. I enjoyed every minute!

To Nivine Woods – tag, you're it! You are a shining star, beautiful inside and out, and I cannot wait to support your presidency – it will be fantastic!!

And to all OWL members – YOU are the reason we are here. Each one of you individually contributes to the success of our industry, our organization, and each of our collective successes. Together we do great things.

In the words of Rosa Parks, "One person can change the world." So, team, just think of what we can all do together – starting today! ●

With love,


Erin Powers



OWL

OPHTHALMIC WORLD LEADERS



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are hosting a joint Connect Event at

Hawaiian Eye 2024



Our Connect events offer professionals like you a great opportunity to network and meet new colleagues – Register today to join us in Hawaii!

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Location:

Beach Courtyard, Grand Wailea
3850 Wailea Alanui Dr Wailea, HI 96753

Date & Time:

Monday, January 15, 2024
4:00 - 5:00PM

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Champion 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.

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WINNERS ANNOUNCED AT THE OWL SIGNATURE EVENT AND AWARDS CEREMONY.

SUNDAY, NOVEMBER 5, 2023 5:30-7:00 PM
 THE INTERCONTINENTAL 888 HOWARD STREET SAN FRANCISCO, CA INTERCONTINENTAL BALLROOM

Finalists for the 2023 OWL Awards

by Jan Beiting

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VISIONARY AWARD

OWL's Visionary Award honors an individual who has paved the way for diversity in their field through significant achievement. Nominees should have demonstrated leadership in their field through their careers.



Thomas G. Frinzi

Tom Frinzi is President, CEO, and Chairman of the Board of STAAR Surgical. He has had a long history in the ophthalmic industry, serving as Worldwide President, Surgical, for Johnson & Johnson Vision, Senior Vice President of Abbott Laboratories, President of Abbott Medical Optics, and President and CEO of WaveTec Vision, as well as other senior roles. Mr. Frinzi is all about paying it forward, according to his nominator. "He exhibits a selfless, nurturing character in his ability to assist in advancing the careers of people who are willing to put in the effort and dedication," they said. Mr. Frinzi holds a BA in social science from the University of Tampa. ●

Greg Kunst, MBA

Greg Kunst is the CEO of Aurion Biotech, a clinical stage company developing cell therapy for corneal endothelial dystrophies. He also serves on the board of Pr3vent, an infant eye screening company. Mr. Kunst previously held senior leadership roles at Glaukos and Alcon. "Leading efforts to cure global corneal blindness underscores his forward-thinking, yet altruistic, approach," said his nominator, who also praised his visionary leadership, patients-first focus, multifaceted expertise in ophthalmic medical advancements, and strategic prowess across global corporate development, marketing, and market access. He has prodigious energy and a rapid-fire, inquisitive intelligence, but most important, his kindness, friendliness and generosity are traits that everyone in ophthalmology admires. Mr. Kunst holds an MBA from Vanderbilt University and a BS in Economics from Brigham Young University. ●

Nancy Lurker, MBA

Nancy Lurker is Executive Vice Chair of the Board of EyePoint Pharmaceuticals, a NASDAQ-listed public company. She was previously the company's CEO for seven years and was previously CEO at PDI, a NASDAQ-listed healthcare commercialization company (now Interpace Diagnostics Group). Prior to that she held senior executive roles at Pharmacia Corporation (now part of Pfizer), and Novartis, and has served on numerous public boards and is an advisor to Novo A/S, a \$100B private equity group and Stanford's School of Medicine Masters in Translational Medicine program. One nominator described her as a "mission-driven, science-focused leader. Another notes that she is a compassionate leader who is "transparent, open to feedback, and seeks new and innovative ways to engage talent." As one of only a small percentage of female CEOs in the biopharmaceutical and healthcare industry, Ms. Lurker has always felt an obligation to pay forward the insights and opportunities that she has fought for her entire career. She is deeply committed to inspiring and mentoring women and advancing diversity in

CONTINUES ON PAGE 11 →

CATALYST AWARD

OWL's Catalyst Award honors an individual who has contributed significantly to helping others advance their career in eye care. Nominees should have demonstrated leadership in supporting the advancement of diversity.

(For example: mentoring/sponsorship of promising individuals; diversity advocacy; or creating a culture of equality)

OWL President's Award

2023 will be the first year for this special award to recognize an OWL volunteer that has gone above and beyond for the organization. The OWL Executive Committee will determine the recipient each year.

Tammy Bogetti, MBA

Tammy Bogetti is the Chief Commercial Office at Bryn Mawr Communications, and co-Founder of YoungMD Connect, a diverse community for young and aspiring ophthalmologists. She also founded MillennialEYE, a publication dedicated to sharing the voices and achievements of trainees and young surgeons in ophthalmology. Ms. Bogetti has spent 21 years in the ophthalmic industry working in R&D, medical affairs, post market research, professional education, business development, and most recently, overseeing multiple teams at BMC, where she is a proponent for women's leadership and sponsorship.

"Tammy is passionate about elevating young surgeons," said her nominator. "She has an innovative mind, a caring disposition, and is one of the most tenacious people I know. Her efforts over the past decade have given rise to a shift in the ophthalmology landscape - one that pays closer attention to young surgeons and their perspectives. For this reason, she has been the catalyst in so many young surgeons' careers, and a visionary for seeing the way they can contribute to ophthalmology before many others saw their value." ●

Warren Foust

Warren Foust is the Chief Operating Officer for STAAR Surgical. As a dedicated leader within the medical technology industry, he has led cultural changes as well as the return to growth for multiple organizations, including J&J global businesses in orthopedics, aesthetics and ophthalmology, while taking pride in inspiring and motivating global workforces.

"Warren has been a wonderful developer and promoter of diverse organizations," said his nominator, pointing to his focus on employee engagement, job satisfaction, retention, and advancements in diversity, equity, and inclusion broadly across organizations that he has led. Mr. Foust strives to be an advocate for talent development, having mentored more than 100 colleagues over the years. He is passionate about creating an environment of collaboration, transparency, and inclusion to effectively lead his team and advance people's careers in a way where the business, people and company culture thrive. He volunteers with Big Brothers and Big Sisters, Beyond Blindness, and others and is active on the AAO Foundation Advisory Board and Gavin Herbert Eye Institute among others. ●

Cindy Metrose

Cindy Metrose has had numerous successful sales and leadership roles in her 36 years with Carl ZEISS Meditec, where she currently serves as Senior Director of Strategic Accounts and Zeiss's Digital Business in the US. Cindy's leadership is distinguished by her focus on building trust, developing high performance teams, and fostering customer success through an informed and consultative approach.

According to her nominator, "Cindy is a teacher and motivator with a calm spirit and goal-oriented focus. She has a special gift of helping others that's rarely found in today's business environment." Ms. Metrose received the ZEISS Award in 2020 and was named by Vision Monday as one of the most Influential Women in Optical in 2021 for her decades of exemplary leadership in the ophthalmic industry. "I'm driven to find the best in the individuals on my team, to nurture those strengths, and to create a high-performance team culture based on integrity, growth, problem-solving, trust and success," she said. "It thrills me when people I care about succeed." ●

RISING STAR AWARD

OWL's Rising Star Award honors an individual who is an emerging leader in the ophthalmic space. Nominees should be in their early or mid-careers and demonstrate high potential for making an impact in ophthalmology.



Eris P. Jordan, OD

Eris Jordan is Vice President of Global Clinical and Medical Affairs at Aurion Biotech. Over her career, she has not only excelled in her role as a practicing clinician but has also made significant contributions to the ophthalmic industry in clinical strategy and education, medical affairs, and drug development. She founded and is the managing partner of Trillium Vision Foundation, a non-profit organization whose mission is to provide high-quality vision care for those with limited access in remote areas of the world.

A nominator who has worked closely with Dr. Jordan says, "Her knowledge, passion, professionalism and work ethic are unmatched." A second nominator notes that "She approaches every new role, every new challenge, with intelligence, pragmatism, care and concern for patients and colleagues, and with a refreshing creativity that helps to solve problems quickly and elegantly. She single-handedly orchestrated Aurion's first OUS clinical trial. Working closely with the world's finest corneal specialists,

CONTINUES ON PAGE 11 →



Maáza Martin

Maáza Martin is Senior Director of Marketing for Tarsus Pharmaceuticals, where she has delivered an award-winning disease education campaign and now launched the company's flagship therapy, the first and only FDA-approved treatment, for Demodex blepharitis. She has played a critical role in championing diversity, equity and inclusion (DEI) efforts at Tarsus, including helping to form the company's DEI council and spearheading Juneteenth programming. Ms. Martin has also served in marketing, strategic consulting, and analytics roles at Avanir, IMS Health (now Iqvia), and Allergan.

Ms. Martin has co-chaired OWL's programming committee and led the programming for OWL's AAO Signature Events, most notably securing impactful speakers and developing dynamic program content designed to educate and enrich members' knowledge. At a recent Eyecelerator meeting, she "demonstrated her talent, intelligence, and readiness to soar," said a nominator. "She is a great example of the OWL fellowship program, a true advocate for diversity and inclusion,

CONTINUES ON PAGE 11 →



Aimee Shimamoto

Aimee Shimamoto brings 19+ years of ophthalmic industry experience to her current role as Senior Global Marketing Director for the Americas and Japan markets at BVI Medical. Prior to joining BVI, Ms. Shimamoto worked at Johnson & Johnson Surgical Vision, STAAR Surgical, and Inspire Pharmaceuticals, progressing into commercial leadership roles across sales, training, and marketing. Her professional passions include leading and developing people and teams, shaping strategy from conception to implementation, and cultivating meaningful relationships with customers.

As a longtime OWL member, she has demonstrated a desire to promote diversity in her organization and drive the OWL mission in the larger eyecare community. "Aimee is a rock star!" said her nominator, praising her involvement in program development and organization of the Leadership Summit. Ms. Shimamoto holds a B.S. in Psychobiology from UCLA. ●



The two-day event provided ophthalmic leaders with a platform for knowledge exchange, promoting diversity, innovation, and excellence in the industry.

An OWL EXCLUSIVE

AUSTIN, TEXAS - The Ophthalmic World Leaders (OWL) Leadership Summit, held in the heart of Austin on September 21-22, 2023, proved to be a dynamic gathering of industry thought leaders. The event, aimed at fostering leadership development and diversity within the ophthalmic field, saw an engaging lineup of speakers and interactive sessions that left attendees inspired and informed.

The summit kicked off with a Networking Lunch, setting the stage for two days of collaboration and knowledge sharing. Erin Schallhorn Powers, OWL President,



welcomed the participants and provided an overview of the summit's objectives.

Aimee Shimamoto from BVI Medical involved the audience with an Interactive Poll, creating an immersive atmosphere for the attendees.

IMAGE CREDITS: SATURN PHOTOGRAPHY

In the Opening Keynote, Habeeb Ahmad, MD, delved into the topics of resilience and transformational leadership, sharing his incredible story and leaving the crowd with invaluable insights into survival strategies.



The subsequent panel discussion, "Leadership Challenges and Opportunities," featured Arthur Chan (Tarsus Pharmaceuticals), Warren Foust (STAAR Surgical), Johanna Purcell (Mallinckrodt Pharmaceuticals), and Cari Stone (Elios Vision).

A networking break allowed attendees to connect and exchange ideas, setting the stage for the second part of the day.

The Entrepreneurial Endeavors panel, moderated by Joe Boyd (Executive Biotech Advisors), showcased the journeys and pearls of wisdom from entrepreneurs



including Srinu Kondapalli, MD (Rinsada), Joanna Williams (Lexitas), and Pat Buehler, MD (Infocus Eye Care/Osheru).

Yari Mitchell (Y Factor Consulting) and Tiffany Montoya (Montoya4sight) led a session on "Effectively Coaching & Being Coached," providing practical examples and guidance on giving feedback.

Day one concluded with a networking reception, cocktails, and a group dinner, fostering opportunities for continued discussions.

The second day commenced with a Fire-

side Chat with Cynthia Matossian, MD, FACS. Interviewed by Renee Bovelle, MD, Dr. Matossian shared her personal story along with invaluable leadership lessons and insights that left attendees inspired.

Facilitated by Pierre Simon (Sight Sciences), an interactive session on "Building Diverse Teams & Culture" sparked discussions on team building and development, culture, and the importance of diverse recruitment in the post-COVID era.



After a networking break, a Fireside Chat on "The Digital Roadmap" featured Ranya Habash, MD (Bascom Palmer Eye Institute) and Kristen Ingenito (Market Scope), exploring the impact of digital transformations in ophthalmology and eye care.

"Making an Impact Beyond Your Job Title" was the focus of a session led by Zaiba Malik, MD (Medpace/EyeMD), and Raymond Kong (New World Medical), highlighting the importance of combining passions and contributing to nonprofits and mentorship programs.



The summit culminated in a wrap-up session, followed by closing comments from Nivine Woods, OWL President-Elect. The summit officially closed with a lunch, and attendees were invited to stay and participate in a group networking and impact project with Rise Against Hunger, to "walk the talk" and finish by making a difference for those in need. Attendees packed over 7,300 meals to be distributed to those with food insecurities. ●




IMAGE CREDIT: SATURN PHOTOGRAPHY



Leaders Share Their Leadership Tips

DISCOVER KEY TAKEAWAYS AND INSPIRATIONAL ADVICE FROM VISIONARY LEADERS



Arthur Chan, PhD, is Vice President, Medical Affairs at Tarsus Pharmaceuticals.



Johanna Purcell, BS Opt, PhD, FFAO, is Principal Medical Science Liaison at Mallinckrodt Pharmaceuticals.



Warren Foust, is Chief Operating Officer at STAAR Surgical.



Cari Stone is Senior Vice President of Marketing at Elios Vision.

What is the most significant leadership challenge you have witnessed or had, and what did you take away from that experience?

Arthur Chan: Companies often have a set path that one would take to advance in position or titles in an organization. Individuals who want to deviate from that path can be concerned they may not have the opportunity to grow. My takeaway is that growth is defined

by the fulfillment, learning and networking that one has the privilege of experiencing in one's career. Trying different positions, departments, therapeutic areas, different sized companies, devices and pharmaceuticals will only make you a more diverse and well-rounded leader. Advancing one's personal development – with success measured by nobody else but you – is anything but lateral. Sticking to your personal growth goals is where a leader will get true career fulfillment versus any title, position or pay raise that your employer may provide.

Warren Foust: Cultural transformations are some of the hardest challenges but some of the most rewarding successes. Dig in deeply with people to understand what motivates them, what fears/concerns they have and be clear about what you are going to work to solve and what you are going to leave on the back burner...and then keep people updated on progress.

Johanna Purcell: I learned that internal collaboration between different departments is the key to success.

Cari Stone: My biggest challenge was integrating Ivantis into Alcon and navigating cultural disparities, retaining talent, and driving business growth all at the same time. I learned a tremendous amount from that experience, but the single most important thing I took away was to put people first and the results will follow. Maybe not immediately but eventually.

Leadership styles can be quite different. How do you balance the need

for decisiveness with the importance of seeking input and collaboration from your team?

Arthur Chan: Prioritize seeking input on decisions that impact the team the most: listen first, ensure team members feel empowered and safe to speak up. Have the team realize that seeking input does not mean seeking consensus, but rather enabling diverse opinions from those best able to guide you to a solution. For other decisions, if you have your team's best interest at heart, know that your team trusts your decision based on your experience, expertise, values and knowledge of the team's needs.

Warren Foust: The answer is in the ROOM! Facilitate discussions to get all angles (arguments for and against a particular direction) and ensure that all parties are heard, and they will usually sort the answer. If not, help align people around a debated, but now decided, future.

Johanna Purcell: I tend to ask or wait for volunteers first. If no one volunteers, I might ask or suggest two team members working on the project together.

Cari Stone: Many decisions require consensus building but not all do. Knowing when to collaborate and who the critical stakeholders are is key.

What is the best advice you have received in your leadership journey?

Arthur Chan: Pay it forward. The most rewarding part of my leadership journey is helping others grow, learn, thrive, and become strong and empathetic leaders.

Warren Foust: Activate the talent around you! One way to do this is to challenge (and in many ways, reward) team members with projects or objectives that they themselves might not even know they are ready for. Give them the authority to own something really important to the company's success and assist them with what they need to be successful and WATCH THEM SOAR!

Johanna Purcell: The best advice I would pass on is to be yourself and always do your best.

Cari Stone: Fail forward and don't be afraid to take risks. Leadership is a journey. Progress along that journey in a way that fosters growth and not fear. ●

Nancy Lurker continued from page 6 STEM. "She appreciates diversity and the knowledge individuals bring to the organization," said a nominator. Ms. Lurker holds a BS in biology from Seattle Pacific University and an MBA from the University of Evansville. ●

Eris Jordan continued from page 8 she pulled together the trial design, patient recruitment, and surgical protocol." Part of that meant successfully managing travel, training, and surgeries during the COVID pandemic as a Category 4 hurricane loomed. ●

Maáza Martin continued from page 8 and someone who works to create and foster a supportive, dynamic culture." She holds a BA and MS in biochemical engineering from Dartmouth. ●

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Sheryl Stevenson → EDITOR-IN-CHIEF
Jan Beiting → CONTRIBUTOR
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OWL STAFF & CONTACTS

Gaynor Fries → EXECUTIVE DIRECTOR
PMB 125, 3434-135 Kildaire Farm Road, Cary, NC 27518
info@owlsite.org | www.owlsite.org

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