

Speaker Biographical Sketch



Ed De Gennaro

A noted authority on optics and lens design, dispensing, business, sales, management and training he lectures extensively at national, state and local optical meetings, and has presented in Europe, Canada and Puerto Rico.

Formerly a Professor and Program head of the Opticianry Program, and the Dean of the School of Health Sciences at J. Sargeant Reynolds Community College in Richmond, Virginia, he currently operates Infocus Optical Consulting, which provides business and technical consulting to optical offices and the industry. He is also the Director of Professional Content for First Vision Media Group, the Executive Director of the Optical Retail Business Alliance, and a member of the Vision Expo Advisory Committee. He has also served on a number of national opticianry organization boards.