



Transitions appoints general manager of sales for EMEA



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Transitions Optical has appointed Vadim Gorovoy as general manager of sales for Europe, Middle East and Africa as the company looks to grow its brand in these regions.

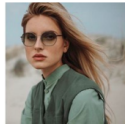
Gorovoy has 20 years' experience in branding, marketing and retail including 12 years working for Lego where he held several executive roles and responsibilities in commercial functions across Europe, Russia and Turkey.

At Transitions, Gorovoy will invest in the brand and its teams to increase customer demand and sales by directing patients to optical practices.



Vadim Gorovoy

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