
Robin Brush ABO
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Robin Brush, An ABO speaker, Robin provides educational seminars on a variety of topics at trade shows, including Vision Expo East and West, as well as directly to Safilo accounts. Many of her webinars and trainings are also featured on mysafilo.com and on mysafilocanada.com, Safilo's b2b websites for North America. An ABO-certified optician, Robin has worked in optical for the last 28 years with a focus and purpose to educate and lead others to see their true potential. In 2018, Robin decided to switch sides and join Safilo as a Key Account Manager. From there, she transitioned to the newly created role of Training and Education Manager due to her keen ability to educate and inspire others. During the early stages of the COVID shutdown, while optical practices were closed or operating on limited schedule,

Robin created and led a very successful and extensive educational webinar series on a variety of topics ranging from successful frame buying and visual merchandising to managing frame return rates and inventory analysis. Robin's live webinar series was translated into three languages and made available to Safilo's customers globally due to customer demand for Robin's expertise on these topics. In recognition of her leadership, Robin was honored as one of this year's Most Influential Women in Optical by Vision Monday magazine (2021).