

# TURA

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## **Tura Announces Sales Leadership Promotions and Strategic Additions**

A commitment to growth and partnership within the Independent Eye Care Professional (IECP) channel

**New York NY, March 2026.** Tura has announced key promotions and additions within its sales management team, reinforcing its continued focus on the Independent Eye Care Professional (IECP) channel. Effective January 2026, the following leadership changes have been implemented:

Bob Dunn has been promoted to National Sales Director, IECP Channel. In this role, Dunn will lead strategies, programs, and organizational initiatives to support independent optometry and opticianry practices throughout North America. He has served as Sales Director, East for Tura’s IECP sales channel since 2015.

Jason Dopheide has assumed the role of Business Development Director – Alliances and Strategic Accounts, effective January 2026. In this position, Dopheide will be responsible for support and growth initiatives for Alliances and high-growth strategic accounts within the IECP channel. He brings more than 20 years of sales and business development experience with Marcolin, Morel, and Design Eyewear Group.

Dunn and Dopheide will report to Scott Sennett, President and CEO of Tura.

In addition, Vanessa Rarick has joined Tura as Western Regional Sales Manager, effective immediately. Rarick brings a strong background in sales management within the IECP channel, with experience at VSP Vision and most recently Hoya.

Scott Sennett, CEO of Tura, commented:

“Bob, Jason and Vanessa have been invited to assume these roles to reinforce Tura’s ongoing focus on the IECP channel in North America. Tura has been a leading fashion innovator and leader in this channel since its founding in an optician’s shop in Manhattan 88 years ago. We are very energized by the current pace of change and innovation in the IECP market, and we are committed to developing fresh, new ideas to ensure ongoing growth for our important partners throughout the industry. Congratulations to these leaders! We are proud to have you and your amazing associates on Team Tura!”

### **About Tura Inc.**

Tura is a leading optical design house based in Manhattan. Since 1938 the pursuit of exquisite craftsmanship and a passion for innovation have defined Tura as a fashion leader. Tura's vision of eyewear as a fashion accessory gave rise to a series of industry milestones, including an exclusive partnership with Vogue magazine and the industry’s first designer brand license with Christian Dior. The Tura brand portfolio includes Barbour, Tura, Glemaud x Tura, TITANflex, Ted Baker, L.A.M.B., gx by Gwen Stefani, Lulu Guinness, Caterpillar, O’Neill, Botaniq, Superdry, Buffalo by David Bitton, Geoffrey Beene, and Zuma Rock. For more information, please visit: [www.tura.com](http://www.tura.com).

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