

HOUSE of MODO Strengthens Independent Channel Strategy with Appointment of Jill Eldridge as Director of ECP Sales



Introducing Jill Eldridge
as Director of ECP Sales

ABOUT HOUSE OF MODO

Since 1990, HOUSE of MODO has curated a portfolio of independent eyewear brands, united by purposeful design and craftsmanship. Each brand expresses its own distinct personality while contributing to a collective standard defined by an uncompromising commitment to independence, creativity, and lasting quality.

HOUSE of MODO announces the appointment of Jill Eldridge as Director of ECP Sales, reinforcing the company's continued investment in the independent eyecare channel across the Americas.

Eldridge joins HOUSE of MODO after nearly two decades at ClearVision Optical, where she grew from Sales Consultant to Regional Sales Director, building high-performing teams and developing long-standing relationships across the independent market. She has also held a role at Safilo Group, further expanding her sales experience in the industry.

"I've always respected how MODO approaches the independent channel, with intention, design integrity, and a real commitment to supporting ECPs," said Eldridge. "That alignment matters. I'm excited to step into this role and help accelerate growth while strengthening the relationships that define this business."

In her role, Eldridge will lead MODO's ECP sales organization across the Americas, with a focus on deepening engagement with independent accounts, strengthening field execution, and building a more consistent and connected customer experience.

"At this stage of our growth, focus matters," said Rebecca Giefer, CEO of MODO Americas. "We are doubling down on the independent channel, and Jill brings not only leadership, but real field experience and a deep understanding of how relationships drive this business. She will help us execute with greater clarity and consistency as we grow."