

Lukas Ruecker, President

Lukas Ruecker joined EyeMed Vision Care in November 2013 when the health benefits industry was navigating rapid change driven by federal legislation and shifting consumer expectations. Embracing the need for change and leveraging his unique hands-on experience in retail, wholesale, e-commerce, operations, lens technology and manufacturing—coupled with his drive to challenge the status quo—Lukas vowed to reinvent vision care benefits and their delivery to better meet regulatory and consumer demand for choice, transparency, and convenience. This focus on the right innovation helped catapult EyeMed not only to record growth and profits, but more importantly, to industry-leading member and client satisfaction.

He's responsible for all facets of EyeMed including sales, marketing, customer service, provider relations, operations, product and finance. Lukas is an executive sponsor for all large group implementations with a record of 100% successful delivery on client expectations and objectives for 10 years running. He also leads EyeMed's industry relations and product partnerships in the U.S. to drive continued innovation across the vision category.

Lukas serves the community as board chair for OneSight, the world's largest charity dedicated to helping people see. He oversaw the development of a sustainable business model for refractive error correction in Sub-Saharan Africa that OneSight is now replicating in multiple countries as fast as resources will allow. He is now spearheading a new U.S. initiative spanning the public and private sectors to help all schoolchildren get glasses.

He's also board chair for the National Association of Vision Care Plans (NAVCP) for the 2018-2020 term. In this role, Lukas' deep industry knowledge and strategic leadership is helping NAVCP member organizations achieve unified industry efforts to streamline and simplify administration for patients, providers and others in the optical ecosystem. In addition, Lukas' efforts with the NAVCP include helping influential stakeholders understand how essential and accessible vision care is, and can be, for all Americans.

Even prior to joining EyeMed, growth and innovation have been the common themes throughout Lukas's career. He dedicated his doctoral research at MIT to creativity and innovative design. While at McKinsey & Company, a leading management consulting firm, he helped clients innovate their business models for the digital age. Afterward, as Chief Operating Officer at Delta Search Labs, a high-tech think tank, Lukas provided cutting-edge solutions to the energy, pharmaceutical, biomedical and aerospace industries. Moving from technology to retail, he continued his innovation story as a Staples executive where he helped launch several new retail and wholesale concepts in Europe, South America and Asia, and built a \$500 million business in emerging markets. At Luxottica, prior to EyeMed, Lukas led business development, corporate marketing, e-commerce and global partnerships for optical retail, grounding and expanding his understanding of the ecosystem that underlies the vision benefits industry in North America.

Lukas holds advanced degrees in computer science and mechanical engineering from MIT.