



A new President for Nikon Optical Canada

[Montreal], [September 4, 2024] - Nikon Optical Canada is proud to announce the appointment of Denise Bernachez as the company's new President, effective September 1, 2024. This appointment marks an important milestone for Nikon Optical Canada, reflecting our commitment to innovation, diversity and community involvement.

A passion for Nikon

Having joined Nikon Optical Canada in 2018 as VP Sales, within the executive committee, Denise Bernachez gradually extended her responsibilities to Customer Relations and Marketing. Her energy and passion have fuelled Nikon Optical's strategic developments in Canada over the past 6 years, contributing to the success of a brand that is differentiating, innovative and close to its partners.

An Inspiring Leader

Denise Bernachez arrived in Canada over 25 years ago, originally from France, and had a wide range of leadership experiences before joining the industry. Known for her collaborative approach and dedication to excellence, she has inspired and motivated her teams throughout her career. Her inclusive management style and ability to unite talent will be invaluable assets for our company.

Committed to her community

In addition to her professional skills, Denise Bernachez is deeply committed to her community. She has been actively involved in a number of local initiatives, including serving on the fundraising committee for the Autiste & Majeure Foundation, serving two years in a row as Honorary President for the Fondation des Maladies de l'œil (FMO), and recently joining the advisory committee for the University of Montreal School of Optometry's fundraising campaign. Her commitment to the well-being of the community and her desire to make a positive difference are a perfect fit with the values of Nikon Optical Canada.

Vision for the future

Under the leadership of Denise Bernachez, Nikon Optical Canada is preparing to enter a new phase of growth and innovation. Her strategic vision and people-centered approach promise to strengthen our market position and create new opportunities for our employees, customers and partners.

Quote from the President

"I am honoured to become President of Nikon Optical Canada," said Denise Bernachez. "I know our talented teams will continue to innovate and serve our customers with excellence, while contributing positively to our community. I firmly believe in the strength of our value proposition to continue to differentiate independent optometry clinics in a turbulent marketplace."

About Nikon Optical Canada

With over 100 years of heritage, Nikon is well known for its Japanese know-how and innovative technology in the field of high-precision optics.

Since 1946, Nikon Optical Canada has remained one of the most innovative ophthalmic brands, responsible for numerous innovations in ophthalmic lens technology.

This year, Nikon Optical Canada celebrates 35 years of expertise enabling Canadians to see with precision and experience their finest moments.