



Luca Zuliani

HOW ABB OPTICAL GROUP SIMPLIFIES COMPLEXITIES FOR TODAY'S ECPs

Luca Zuliani, Chief Commercial Officer, reflects on his first year with ABB Optical Group

Q: In your time with ABB Optical Group, what has impressed you most about the company, its core mission, staff and position in the marketplace?

A: What has impressed me most about ABB Optical Group is that our mission is built around independence. That is not just a label; it is the driver of our entire strategy. In this industry, being independent means something very important. We are not a brand, and we are not a retailer with a single point of view. We are focused on creating value for independent eyecare professionals (ECPs), and that starts with understanding what success looks like for them.

For an independent practice, success comes from creating value for the patient. That means delivering the best eyecare experience, the best eyewear experience and the best outcomes overall. It also means helping the doctor and staff run a smarter, more efficient business. That is what ABB is built to do.

I have also been impressed by the depth and quality of our team. We have people who are deeply knowledgeable about the industry and committed to solving real problems for our customers. Across the organization, there is a strong mindset of asking, "How do we create value?" That is a powerful thing, because it keeps us focused on the customer, not just the product.

ABB's position in the marketplace is unique because we are independent at scale. There are smaller independent labs and there are very large networks, but ABB has the advantage of being both independent and large enough to make a meaningful difference. That gives us the flexibility to stay customer-focused without being tied to a single manufacturer or a single solution.

Q: Where do you see the biggest opportunities to help independent ECPs thrive in the future?

A: The biggest opportunity is to help independent eyecare professionals simplify complexity while creating more value for patients. This is a very complicated industry. On the contact lens side alone, there are multiple vendors, growing product portfolios and increasingly specialized products like toric and multifocal lenses. That creates opportunity for the patient, but it also creates a challenge for the practice.

At ABB, we can help by taking that complexity and making it easier to manage. We map the market, make products available through our supply chain and support practices with a broad portfolio and high fill rates. In other words, we help the doctor get to the best solution faster and with less friction.

Another major opportunity is in-practice efficiency. A doctor and staff already have enough demands on their time. If we can provide tools that reduce administrative burden—whether that is insurance verification, pricing support, replenishment solutions or workflow integration—then we are helping the practice become stronger and more profitable.

We also see opportunity in helping practices capture demand they may already have. For example, many patients have vision insurance benefits available for second pairs. That could be used for fashion, sunwear, workwear or everyday backup eyewear. If we can help practices identify those opportunities and present them better, that creates a better patient experience and a real growth opportunity for the doctor.

Ultimately, the biggest opportunity is to help independent practices remain independent by giving them the tools, insights and support they need to compete effectively.

Q: With your depth of knowledge with the industry, where do you think ABB shines, and do you have plans to leverage those strengths even more?

A: ABB shines in three major areas: independence, scale and solution-building.

First, our independence is one of our greatest strengths. Because we are not promoting one specific brand, we can focus on what is best for the customer. That allows us to solve problems objectively and recommend the right solution based on the practice's needs, not on a manufacturer's agenda.

Second, we have scale. That matters because scale gives us resources, reach and the ability to build better solutions. For example, in labs, being one of the largest networks in the country means we can invest in capabilities that smaller players cannot. In contact lenses, our broad distribution and supply chain allow us to support a wide assortment and high service levels. Scale also gives us access to a deep network of customer interactions and market insight, which helps us identify trends and best practices that we can then share back with our accounts.

Third, ABB excels at solving complicated problems. A good example is our insurance verification program, ABB Verify. In many practices, a large percentage of product sales have an insurance component, and there are many different portals and requirements. That creates a major staffing burden and a frustrating patient experience. We developed tools to simplify that process for doctors and staff, and that is exactly the kind of value ABB should continue to build.

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Yes, I absolutely see opportunities to leverage these strengths even more. Our focus should always be on asking: How do we make the customer's life easier? How do we create value in the workflow? How do we improve the patient experience at the same time? When we do that, we are not just selling products—we are helping our customers grow their practices.

Q: How do you think about innovation at ABB Optical Group?

A: For me, innovation at ABB is not just about launching new products. It is about creating solutions that make the practice more effective and the patient experience better.

A good example is specialty products. We brought solutions like DELTA scleral lenses to market, and we work with Newton, maker of Neurolens and Sequel, because they solve real problems. DELTA makes fitting easier and leads to better outcomes for both the patient and the doctor. Neurolens helps address important vision issues in a way that is practical and meaningful. These kinds of innovations matter because they improve clinical outcomes while also making the process more efficient.

But innovation also happens in workflow, technology, analytics and service. If we can help a doctor spend less time on administrative tasks and more time with patients, that is innovation. If we can make sure the right product is available at the right time through our supply chain, that is innovation. If we can integrate with existing systems and simplify the order process, that is innovation, too.

To me, the best innovations are the ones that create value across the entire chain—for the doctor, the staff, the patient and ABB.

Q: What role does quality play in ABB's approach?

A: Quality is absolutely central to what we do. In optical, quality is not abstract—it has a direct impact on the doctor's reputation and the patient's trust.

In lab and Rx, every product is essentially custom-made. It is more like a tailored suit than a standard item. That means quality has to be treated with great seriousness, because if something goes wrong, the doctor is the one whose reputation is affected in the patient's eyes. The patient does not separate the doctor from the product the way the industry might. They expect the doctor to stand behind the experience.

That is why we are so focused on ensuring high quality, high retention and a great customer experience. Quality is not just a manufacturing issue. It is a relationship issue, a brand issue and a trust issue. If we get quality right, everything else becomes easier.

Q: What is your overall vision for ABB Optical Group in supporting independent eyecare professionals?

A: My vision is for ABB to remain the trusted business partner that helps independent eyecare professionals thrive by creating value at every step.

That means continuing to think like an independent practice thinks: What does the patient need? What does the doctor need? How do we simplify the process? How do we improve outcomes? How do we make the business stronger?

The industry will only become more complex, but that complexity also creates opportunity. ABB's role is to bring clarity, simplify workflows, improve access and help practices choose what is right for them. That is how we support independence at scale.

And that is really the core of it: when we help our customers succeed, we succeed with them. [PA](#)



Moments That Matter

Every day, ABB Optical Group team members showcase their dedication and professionalism to help accounts. Here are recent examples of how ABB helps eyecare professionals gain more moments that matter, allowing them to spend more time with patients or doing what helps drive patient care and the business forward.



Nicole Leonard

Nicole Leonard Senior Lab Account Manager

"I love working for ABB because every day I have the opportunity to help practices grow while educating and supporting opticians. What makes our lab special is that we're more than just a lab—we're a true partner, providing quality products, expertise and solutions that help our customers succeed. At the end of the day, we're all part of something bigger: giving people the incredible gift of sight, and that's what makes this work so rewarding."

David Thomas Lab Account Manager

"What makes ABB Labs special to me is that I truly believe in what we do because I've experienced it firsthand. After more than 38 years in the optical industry, including owning a private practice, I understand the daily challenges doctors and their teams face. I relied on ABB throughout my entire career because I trusted the quality of the products and the people behind them. Now, being part of ABB Labs gives me the opportunity to help other practices succeed. That's incredibly rewarding."



David Thomas