

Case Studies: Optometrists and Dispensing Opticians in Wales Seeking Leadership Roles

Case 8: Aspiring CEO of a Professional Body such as the Association of Optometrists or College of Optometrists



Background: Emma, a highly experienced optometrist with over twenty years in clinical practice, education, and professional development, is aspiring to become the CEO of a major professional body, such as the Association of Optometrists or the College of Optometrists. Emma's career has been marked by her dedication to advancing the field of optometry through various leadership roles and her active involvement in professional organisations.

Achievements: Emma has successfully led a large optometry practice, where she implemented innovative patient care strategies and embedded a culture of continuous improvement. She has also been a prominent figure in optometric education, serving as a lecturer and mentor to students and young professionals. Her work in professional development has included organising national conferences, leading research projects, and contributing to the development of clinical guidelines and standards. Emma has received multiple awards for her contributions to the profession and has been a frequent speaker at international optometry forums.

Outcomes: As the CEO of a professional body, Emma aims to further elevate the profession of optometry by advocating for policies that enhance the scope of practice, improve patient care, and support the professional growth of optometrists. She plans to focus on strengthening the organisation's influence in healthcare policy, expanding educational opportunities for members, and promoting research and innovation in eye care. Emma also intends to form stronger relationships with stakeholders, including government agencies, healthcare providers, and academic institutions, to ensure that optometry remains at the forefront of advancements in healthcare. Her leadership will be significant in driving the organisation's objectives to support and represent optometrists, ensuring that they can deliver the highest standards of care to their patients.

For further information on the resources that supported Emma's journey, you can refer to:

[Executive and Senior Leader Development](#)