

Michael C. Vitale



Michael Vitale has been in the optical industry since 1977 when he began his career at Lens Tec, Inc. in Ft. Lauderdale, FL, and he currently holds the position of Vice President; Membership, Government Relations & Technical Affairs at The Vision Council. In 1990, Michael joined Essilor of America in St. Petersburg, FL, where he operated and managed a testing facility responsible for the technical specifications of new lens product and the development and implementation of lens processing techniques. Michael also facilitated the Essilor Laboratory University, an intensive training program to educate laboratory personnel on lens processing techniques.

In 2002 Michael accepted a role in the wholesale laboratory environment as Director of Operations at Sutherlin Optical in Kansas City, MO. During his tenure at Sutherlin, Michael was the principal educator for their customer service team, furnishing the tools to provide world class customer service and exceed customer expectations. He also developed and implemented Work Instructions for each workstation throughout their operations, which allowed for efficient cross-training. Michael established the process changes necessary to provide the exceptional quality and service expected by Sutherlin's customer partners.

In 2006, Michael returned to Essilor of America as Director of Corporate Quality where he was operating as the liaison between EOA's customers and their manufacturing sites. Michael served as the first Chairman of the Mass Lens Manufacture Committee and Lens Marking Task Force. He also served as Co-Chair of the Lens Description Standard and as an ophthalmic optics expert to ISO, ANSI and ASTM.

Michael is an inductee into the Optical Industry Hall of Fame. Michael joined The Vision Council as the Lens Division Liaison in 2012. His primary responsibilities included interacting with and coordinating activities for the Lens Division members and facilitating all technical committees under the Lens Division's leadership. Michael was later promoted to Senior Technical Director & Lens Division Liaison. While continuing his liaison responsibilities, he now serves as Liaison to three divisions and currently holds the position of Vice President: Membership, Government Relations & Technical Affairs. As part of his responsibilities, he serves as the Secretariat to ANSI ASC Z80, US TAG Leader to ISO TC172/SC7 Ophthalmic Optics. Michael also serves as Chairman to ISEA/ANSI Z87 – Occupational and Educational Eye and Face Protection and Vice Chair of ASTM F08.57 – Eye Safety for Sports.

Michael is a Master in Ophthalmic Optics and is a North Carolina licensed optician whose experience encompasses all phases of the optical industry, with a focus on ophthalmic lenses and laboratory operations. He also serves as a technical expert for ANSI, ISO, ASTM and multiple other standards groups.

It is with great respect and admiration that we honor Michael Vitale with the 2025 Goodfellow Award.