



FOR IMMEDIATE RELEASE

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The Vision Council Appoints Kris Stevens as Vice President of Research

Alexandria, VA – May 1, 2026 – The Vision Council is pleased to announce the appointment of **Kris Stevens** as the organization’s new **Vice President of Research**. In this role, Stevens will lead The Vision Council’s inSights Research Program, overseeing the delivery of timely, high-quality market intelligence through a comprehensive suite of reports, exclusive industry perspectives, and custom research services.

Since joining The Vision Council in 2022, Stevens has been instrumental in modernizing the organization’s research infrastructure. He engineered the new market model underlying the annual *Market inSights* report and forecast, as well as quarterly market estimates. He also developed interactive data tools for members, including a [Tariff Dashboard](#) that allows users to simulate tariff scenarios and model financial impacts using country-specific duty rates and product codes, and a [career exploration tool](#) hosted on [The Vision Council Foundation](#) website, which details average salaries, education requirements and employment levels across a range of optical industry roles.

“Kris Stevens has made significant contributions to our research capabilities and helped build the infrastructure that has allowed the inSights Research Program to grow substantially over the past few years,” said **Ashley Mills, CEO of The Vision Council**. “In this expanded role, he will ensure our members continue to have access to leading industry data and insights, reinforcing The Vision Council’s position as the trusted data resource for the optical industry.”

Prior to joining The Vision Council, Stevens worked as a Data Scientist at the Kentucky Center for Statistics. He holds a Bachelor’s degree from Anderson University and a Master’s degree in Analytics from Bellarmine University.

Stevens will lead The Vision Council’s data team, which includes:

- **Vlad Gupan**, Research Manager, who oversees the twice-yearly *Provider inSights* survey of eyecare providers and special interest *Focused inSights* reports;
- **Anastasiya Yanushkova**, Research Partnerships Director, who facilitates custom research projects and collaborations; and
- An additional data engineer, a position The Vision Council is actively recruiting to fill.

About the inSights Research Program

The Vision Council's inSights Research Program provides authoritative, unbiased research on the optical industry. Through in-depth analysis of consumer behavior, market trends, and industry forecasts, *inSights* Research equips companies to make informed decisions and navigate the complexities of the market.

All reports are available through the [Research Download Center](#). Members enjoy complimentary access to select reports. Non-members are encouraged to explore subscription discounts or membership options for additional savings

Custom Research Offerings

Custom research helps organizations answer the critical questions facing their business. Whether the need is qualitative or quantitative through market trends analysis, concept testing, or consumer behavior research, The Vision Council can design, field, and analyze bespoke projects including interviews, focus groups, and surveys. All custom research engagements are fully proprietary to each client, ensuring exclusive, tailored deliverables.

Explore The Vision Council's full suite of market research reports [here](#), or contact Anastasiya Yanushkova at ayanuskova@thevisioncouncil.org to learn more about custom projects or research subscriptions.

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About The Vision Council

The Vision Council brings the power of sight to all through education, government relations, research, and technical standards. A leading advocate for the optical industry, the association positions its members to deliver the eyewear and eyecare people need to look and feel their best. Vital to health, independence, and safety, better vision leads to better lives.