

**Michael G. Dari**

**Vice President of Sales**

As Vice President of Sales for **ABB OPTICAL GROUP**, Michael G. Dari leads a team of more than 110 field and internal sales professionals. His responsibilities include building proper territory alignments to maximize customer call penetration throughout the U.S., developing programs to promote sales growth and overall profitability in each business segment, and working closely with each department to make sure all sales initiatives align with the goals of **ABB OPTICAL GROUP**.

Since joining **ABB OPTICAL GROUP** in 2013, Mike has been a leader in the integration of two of the largest optical distributor sales teams. He created a new company compensation program to drive overall sales and incentivize the unified sales team. As part of the integration process, Mike took on the responsibility of overseeing employee training and overall sales operations.

Focused on building his team as the leading sales team in the optical industry, Mike began his 18 years with Johnson & Johnson as a sales representative for Vistakon. For 15 year of those years, he went on to hold multiple positions in sales management and business development.

Mike brings significant experience and a high level of industry knowledge to **ABB OPTICAL GROUP** that compliments the company's vision and mission. While at Johnson & Johnson he gained a deep understanding of the roles that the manufacturer, distributor, strategic and national accounts, buying groups and eye care practitioners all play within this industry.

A graduate of St. John's University with both a bachelor's degree in marketing and an MBA in Executive Management, Mike has been a University of Arizona guest professor teaching strategic account management.