



ROBERT THROOP

PERFORMANCE SUN CATEGORY DIRECTOR

With twenty years of experience in mechanical engineering, Robert Throop is involved in every step of product and technology development, working to provide consumers and athletes with better performance and heightened experiences. Currently, Throop is working to evolve Prizm lens technology through his work on new lenses for the Sunglass category.

As a photographer, Throop sees Prizm as a photoshop filter for real life – it enhances color and detail for a richer experience and provides an advantage in sport.

“I am driven by understanding the underlying problems that consumers and athletes face and looking for and creating simple and elegant solutions for better performances and experiences.”