



FOR IMMEDIATE RELEASE

EyeCare Partners Strengthens Executive Leadership Team with Addition of Chief Marketing Officer

Nivine B. Woods brings over two decades of strong marketing leadership across medical devices, pharmaceuticals, and consumer products with leading global eye care companies.

ST. LOUIS (Nov. 9, 2021) – Today, EyeCare Partners (ECP) announced Nivine B. Woods will join the company’s executive leadership team as chief marketing officer (CMO) on November 15. Reporting to CEO David Clark, Woods will be responsible for developing and executing marketing, digital experience and communications for the nation’s leading clinically integrated network of ophthalmology and optometry providers.

“As EyeCare Partners takes the next step in being the nation’s leading provider of clinically integrated eye care, we found in Nivine a CMO with a passion for the continuum of eye care who will lead our high-achieving marketing team and bring disruptive energy to the industry,” said Clark. “We are excited to have Nivine’s extensive industry experience across ophthalmology and optometry on our team and look forward to her leadership as we transform our marketing strategy and promote the value of clinically integrated eye care with patients and doctors.”

Woods brings 20+ years of global and U.S. experience in general management, brand management, strategic planning, product innovation, field sales and mergers & acquisitions. Most recently, she led global strategic marketing for cataract and refractive equipment at Johnson & Johnson Vision. Prior to that, she held leadership roles of increasing responsibility at Alcon, Abbott and Knoll/BASF Pharma across refractive surgery, retina, contact lenses and pharmaceuticals. As a leader, Woods has a strong record of collaboration and cross-functional leadership to drive outstanding results along with a proven ability to influence cultures and rally teams behind a shared vision.

“EyeCare Partners is creating the future we want to see in eye care, and I am thrilled to be joining the organization at such a pivotal time as we redefine expectations and experiences,” said Woods. “With the growing demand for quality eye care, I believe the EyeCare Partners’ model is unmatched in our industry. I’m inspired by the work we do every day to elevate clinical outcomes while enhancing practice efficiency and ultimately to make a true difference for the patients and consumers we serve.”

Woods earned her doctor of pharmacy from Cairo University and an MBA from the University of Texas at Arlington. She currently serves on the board of directors for Ophthalmic World Leaders (OWL) and the International Visitors Council of Los Angeles (IVCLA).

About EyeCare Partners

EyeCare Partners is the nation’s leading provider of clinically integrated eye care. Our national network of ophthalmologists and optometrists provide a lifetime of care to our patients with a mission to enhance vision, advance eyecare, and improve lives. ECP’s network of doctors is comprised of more than 150 ophthalmologists and 650 optometrists. Based in St. Louis, MO, ECP-affiliated practices provide care in 18 states and 80 markets, providing services that span the eye care continuum. For more information, visit www.eyecare-partners.com.

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