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FOR IMMEDIATE RELEASE

Vision Source Welcomes Michael Marcroft as New Vice President of Marketing
North America's Largest Network of Private Practice Optometrists Welcomes New VP of Marketing

KINGWOOD, Texas (December 10, 2018) – [Vision Source](http://www.visionsource.com)®, North America's largest network of private practice optometrists, has announced the addition of Michael Marcroft as Vice President of Marketing.

Michael Marcroft joined the Vision Source senior leadership team on December 10, 2018. He will replace Randy Sones, currently Vice President of Marketing, who is retiring after a 27-year working history with Vision Source. As the Vice President of Marketing, Marcroft is responsible for the organization's overall marketing strategies, initiatives, and communications.

Prior to joining Vision Source, Marcroft spent the past 18 years in healthcare marketing. Previous positions include global marketing responsibilities with Boston Scientific Corp., Medtronic, Inc., and Acclivity, Inc. He most recently served as Vice President, International Sales & Marketing for HyperMed Imaging, a pioneering medical imaging company based in Memphis, Tennessee.

"On behalf of the senior leadership team, our member doctors, vendors, and strategic healthcare partners, I want to welcome Michael to Vision Source," said President and Chief Executive Officer Jim Greenwood. "I am confident that his proven record of unleashing the potential of people and technology will be a great fit for Vision Source and a tremendous asset to the future of private practice optometry."

About Vision Source

Founded in 1991, Vision Source is North America's most extensive network of independent optometrists consisting of over 4,500 optometrists. The clinicians in the Vision Source network enjoy access to newly evolving patient channels, including an expanding list of leading medical groups and integrated health systems with whom Vision Source optometrists collaborate. Additionally, members benefit from a wide range of innovative technologies, practice management tools, strategic marketing, and purchasing power. Leveraging these tools, the clinicians offer comprehensive eye care to their patients delivering an industry-leading patient experience. For more information, call 888-558-2020 or visit www.visionsource.com.

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