



FYidoctors announces VP of Digital and Brand

Appointment of Elara Verret marks the brand's commitment to delivering a superior digital experience to consumers



CALGARY, AB (November 26, 2020) – FYidoctors, the world's largest optometrist-controlled eye care company, is pleased to welcome and announce the appointment of Elara Verret to its leadership team in the role of Vice President, Digital and Brand.

Ms. Verret is an award-winning marketing and ecommerce leader with over 15 years of progressively responsible experience in notable Canadian and international multi-brand platforms. In this newly created role, Elara will lead digital strategy and online business for all FYidoctors' banners.

“Given our Omni-Channel and Digital strategic growth opportunities, we are delighted to welcome Elara to our team,” said Dr. Al Ulsifer, CEO and Founder of FYidoctors. “Her years of experience and proven track record will be an additional asset to the highly skilled FYi team.”

Most recently, Ms. Verret served as Vice President, Marketing, Ecommerce & Visual Presentation for Reitmans Canada Ltee/Ltd where she led the commercial and operational ecommerce re-platforming and CMS implementation. Prior to that, she was Vice President, Marketing & Ecommerce for Psycho Bunny, a distinctive US menswear brand, where she was responsible for developing the marketing platform to drive growth in both sales and awareness across the US and global markets for ecommerce, wholesale and retail operations. Her team's accomplishments at Psycho Bunny were recognized with the Innovation Award for Visual Merchandising from the Retail Design Institute in 2019. Previous ecommerce and digital marketing leadership experience with brands such as La Senza and ALDO provide Ms. Verret with valuable depth and breadth in areas of key importance to FYi's continued rapid growth strategy.

Ms. Verret has a Bachelor of Science (Honours) in Biochemistry from Bishop's University and completed her MBA in marketing and strategy at the John Molson School of Business at Concordia University.

"FYidoctors is a world-class organization and I couldn't be more excited to join a such a strong and dedicated team," said Ms. Verret. "While health and wellbeing have been always top-of-mind, the pandemic has underscored their importance and I'm proud to support FYidoctors in fulfilling their mission to enhance lives through eye care. The work my colleagues and I have the privilege to do has an impact beyond clinic doors and I'm looking forward to supporting with my expertise."

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About FYidoctors

FYidoctors is the world's largest optometrist-controlled provider of ophthalmic products and services. A privately held, optometrist-owned-and-operated eye care company, with over 550 optometrists, 250 locations and 2,700 employees, the organization strives to deliver outstanding patient eye care. Named one of Canada's Best Managed Companies in 2020, Home Office is located in Calgary, Alberta, and the company owns and operates a fully automated, freeform laboratory and distribution facility located in Delta, British Columbia.

To learn more please visit www.fyidoctors.com.