

Joel B. Ehrenpreis

Sales/Marketing/Brand Executive/Entrepreneur

PROFILE

A seasoned professional with over 35 years of executive level experience in marketing, sales, long-range planning, brand evolution, and consulting in both the healthcare industry and private sector. Well respected as an entrepreneurial, creative, accomplished producer, skilled motivator and team leader. Possesses superior interpersonal, administrative, communication and analytical skills.

- 16 years with largest Vision Benefit Company, Vision Service Plan
- C.E.O. Mid-Atlantic Vision Service Plan - Division Vice President - Eastern U.S. for VSP.
- Creator of EYEMED vision program for Luxottica/Lenscrafters, nation's leading optical retailer
- Founder of a Vision Benefit Management company for United HealthCare
- Consultant to Blue Cross for expansion strategies in wellness benefits
- Business Therapeutics- formed health care and private sector small business branding consultancy
- Co-founded/resurrected Baldwin Motion- a 1960's historic muscle car company
- Fairs and Festivals distributor for Big Skinny Wallets
- Creator of SkinnyMiniPen™- world' first telescoping wallet pen and stylus
- Creator- LIFELINE PRODUCTIONS. INC. - non profit mental illness initiative

EMPLOYMENT

4/01/2022 Founder Lifeline Productions Inc.

LIFELINE PRODUCTIONS exists to create and produce personal life stories that take you inside the minds of those who struggle, enable you to understand better their invisible demons, and ultimately shatter the stigma surrounding mental illness. These stories are about the resiliency of the human spirit and will provide hope, healing, comfort, and agency to those who suffer from mental illnesses, their families and friends, and those who professionally care for them. LIFELINE PRODUCTIONS will achieve this mission by presenting original works of art to as many people as possible across various media platforms: live theatre, video/film, publications, etc.

7/1/2014-2022 CEO SkinnyMiniPen™

Developed and brought to market a unique wallet pen and stylus that is conveniently housed in the groove of any wallet. The concept was born out of market research that showed that both a stylus and pen are never there when you need them. This concept fills that void.

1/1/2008–present Distributer Big Skinny Wallets

World's skinniest and lightest wallets based out of Cambridge, MA. Began presenting this product at fairs and festivals as an avenue for continued sales experience/growth.

1/1/2005- present Consultant Business Therapeutics

A private company formed to consult in healthcare and the small business sector providing improvements in marketing, brand awareness, evolution, and strategies unique to consumers,

networking skills, acquisition and joint venture opportunities, profitability modeling, IT efficiencies, and evaluation of key personnel.

Engaged as consultant to investigate possible expansion strategies including new opportunities beyond core business within the managed vision care, medical healthcare, and optical industry. Developed branding strategies and solutions for sustained business growth in faltering small businesses as well as evaluation of start-up business plans for sustained viability. Long range thinker with the ability to foster creative/unique new avenues for organizational growth.

Key Accomplishments

- Due diligence on existing, acquisition target(s) for compatibility of core healthcare business with Blue Cross/Blue Shield of PA. Identified additional synergistic companies including sight visits. Presented findings to senior leadership team for evaluation and further investigation.
- Introduction of Wolverine safety eyewear products from Kenmark Optical to industry leaders for sale and distribution.
- Evaluation of Business Plan for RCS Group South, a general contractor, leading to re-evaluation of start up due to identified barriers to entry and issues with brand identity.
- Re-structured marketing and PR firm, Design Marketing Group, by reducing staffing and increasing profits per job. Integral part of on-line website expansion to enhance product offerings.
- Re-focused architectural firm by reducing unneeded staff taught networking and collaborative selling skills. Developed better marketing and branding foundation for fledgling secondary company to feed core business. Re-vamped internet site to add effective tools to reach potential clients.
- Consultant to leading State Farm agency in Sarasota setting an action plan for achievement of Chairman's Circle.

7/1/2005- 4/30/2009

President/Co-Founder

Motion, LLC.

A limited liability company formed to resurrect and re-introduce an historic American muscle car brand, Baldwin Motion, from Long Island, New York.

Brought brand out of 35 year hibernation to build vintage Chevrolet muscle cars on a limited, collectability basis. Funded sales, marketing and PR program to maximize exposure and re-launch of the brand.

Key Accomplishments

- Developed website with over 13 million hits and 200 thousand unique visitors.
- Set record for highest paid 1969 Chevrolet Camaro sold at Barrett Jackson auction.
- Sold 2.5 million dollars in cars and ancillary products.
- Winner of top General Motors Design of the Year award at SEMA 2006 in Las Vegas.
- Featured in over 80 national and international publications
- Featured car on "The Ultras", a TV show on the SPEED channel, for the best in muscle cars.
- Developed branded line of valve covers and accessories.

5/1/1998- 5/1/2001

President/Co-Founder

Coordinated Vision Care, Inc.

A Vision Benefits Management Company for United HealthGroup's Specialized Care Division to supplement its core healthcare business, dental, behavioral health, and life product offerings.

Wrote and developed a business plan for a unique vision program. Received 10 million dollars in funding to develop infrastructure and rollout to membership base.

Key Accomplishments

- Developed organizational brand strategy, competitive positioning, sales channels, benefit designs and pricing structure. Personal selection/negotiation of key eyewear, key lab agreements with Essilor, and lens brands for consumer selection.
- Co-authored the first internet based real time claims adjudication and order entry system in vision care industry.
- Recruited and hired all key executives for major functional areas (sales, marketing, finance, network development, customer service, and general/administrative).
- Completed infrastructure development to serve over 770K United HealthCare members in Ohio and Colorado.
- Negotiated business-to-business partnerships with key frame and lens vendors.
- Recommended acquisition of #3 managed vision care company, Spectera Vision.

1/1/2005- 5/1/1998

Senior Vice President

Lenscrafters

A public company, the nations leading optical retailer. Acquired by Luxottica, the worlds #1 frame manufacturer, in March of 1998 for use of national retail store footprint to distribute and sell frame products.

Hired to develop a new managed vision care channel and protect company from increasing penetration of third party insurance business and shrinking retail sales.

Key Accomplishments

- Branded new EYEMED division and established long range plan for business growth.
- Hired all marketing and sales positions.
- Record sales in 1995 and 1996 exceeding division plan.
- Directed new business development efforts including systems enhancements, new product offerings, marketing positioning, and network expansion.
- Researched and recommended alliance opportunities to quickly advance company into the managed vision care market.
- Oversaw entire division with staff of 65.

1/1/1984- 1/1/1995

Division Vice President- Sales

Vision Service Plan

The nation's oldest and largest vision benefits company formed to provide eye exams, lenses and frames as a paid-in-full wellness benefit to employer groups, labor unions, and political subdivisions.

Opened new Eastern US region and directed sales and marketing activities for the eastern U.S. with over 40 direct reports and 5 regional sales offices.

Key Accomplishments

- Grew region from 1 million to 80 million in sales in 5 years.
- Responsible for hiring all field sales force.
- Cultivated managers and Regional Vice Presidents to balance management team.
- Wrote major Fortune 500 companies such as IBM, Federal Express, American Express.
- Developed key consulting house relationships to gain access to large group business.

6/1/1979- 1/1/1984

President and CEO

Mid-Atlantic Vision Service Plan

A small independent start-up office for Vision Service Plan of California, the nation's oldest and largest vision benefits company formed to provide eye exams, lenses and frames as a paid-in-full wellness benefit to employer groups, labor unions, and political subdivisions.

Charged with development of new business and create entire operational structure to support it.

Key Accomplishments

- Expanded staff to 12 by 1964
- Increased annual sales in first tow years from \$to \$5.3 M
- Computerized claims administration, hired sales team, developed underwriting, and marketing program.

6/1/1976- 1/1/1979

Regional Sales Manager

Standard Medical Systems

The largest independent dealer of radiological equipment and accessories in the U.S.
Charged with development of new business and expansion of territories.

Key Accomplishments

- Increased annual sales to 1 million from \$50,000 in two years.
- Surpassed all competitors in region in sales and market share
- Responsible for all layout, design and demonstrations.
- Increased annual sales in first tow years from \$to \$5.3 M
- Computerized claims administration, hired sales team, developed underwriting, and marketing program.

6/1/1975- 6/1/1976

Assistant Professor

Maryland Medical School

The University of Maryland, Division of Radiologic Technology, was formed to offer a baccalaureate degree in Radiologic sciences.

Key Accomplishments

- Taught all core classes to incoming freshman class.
- Educated resident Radiologists in nuclear medicine and ultrasound.

VOLUNTEER EXPERIENCE

- Jewish Family and Children's Services- Chair of School Based Mentoring Program
- Board President-Temple Sinai, Randolph, New Jersey
- Teacher -Wise Temple Religious School, Cincinnati, Ohio
- Teacher -Temple Sinai, Religious School Sarasota, Florida
- Current mentor to staff in telesales at Cisco Systems
- Consultant to Jewish Housing Council in their re-branding efforts

EDUCATION

University of Maryland, Bachelor of Science- Radiologic Technology
Graduated #1 in class with high honors, 3.8 GPA
Senatorial Scholarship, 1970-1972