



National Vision Appoints New Chief Marketing Officer

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Joe VanDette Brings Two Decades of Transformative Marketing Experience to the Company

DULUTH, Ga.--([BUSINESS WIRE](#))--National Vision Holdings, Inc. (NASDAQ: EYE), announced today that Joe VanDette has joined the company as Chief Marketing Officer, reporting to Chief Executive Officer Reade Fahs. VanDette will be responsible for leading the organization's Marketing function including strategic brand management, CRM, advertising and media, digital marketing, e-commerce and research/insights.

"Joe is a talented individual with an impressive track record of using data driven customer-centric approaches to drive business expansion," said Reade Fahs, Chief Executive Officer of National Vision. "We expect he will fit in well with and be an impressive contributor to the National Vision culture. I am pleased to welcome Joe to the National Vision family."

VanDette brings extensive experience leading marketing efforts for retail chains. He most recently served as Chief Marketing and Digital Executive for Smart & Final, a chain of grocery warehouse stores, where he led business transformation and customer engagement and used data-driven strategies to achieve exponential growth in brand awareness and e-Commerce business. Previously, VanDette held various leadership roles in Marketing, Strategy, and Consumer Analytics for Toys 'R Us.

"National Vision is doing important work that impacts people's lives profoundly, and I am thrilled to be part of that," said Joe VanDette. "I look forward to working with the entire National Vision team to further elevate the brands and advance the mission of helping people see their best to live their best."

About National Vision Holdings, Inc.

National Vision Holdings, Inc. is the second largest optical retail company in the United States (by sales) with more than 1,200 stores in 44 states and Puerto Rico. With a mission of helping people by making quality eye care and eyewear more affordable and accessible, the company operates five retail brands: [America's Best Contacts & Eyeglasses](#), [Eyeglass World](#), [Vision Centers](#) inside select Walmart stores, and Vista Optical inside select [Fred Meyer stores](#) and on select [military bases](#), and several e-commerce websites, offering a variety of products and services for customers' eye care needs. For more information, please visit www.nationalvision.com.

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