

FOR IMMEDIATE RELEASE

Cleinman Performance Partners Joins Forces with Marketing4ECPs

Oneonta, NY — January 6, 2024 — Cleinman Performance Partners, the leading business development consultancy for larger optometry practices in North America, is excited to announce its acquisition by POD Marketing, a Calgary-based firm and owners of Marketing4ECPs, effective January 1, 2025. This partnership represents a dynamic step forward for both organizations, combining decades of expertise to deliver enhanced value and innovative solutions to optometry professionals across North America.

Alan Cleinman, Founder of Cleinman Performance Partners, expressed his enthusiasm for the partnership. “This union represents a powerful synergy between two firms dedicated to supporting the growth and success of optometry practices. Marketing4ECPs’ innovative approach and alignment with our mission ensures a bright future for our clients and team. With this partnership, we are well-positioned to provide even greater tools, insights, and strategies for our clients to thrive. I’m thrilled to see our legacy evolve with such a capable partner.”

Kevin Wilhelm, CEO of POD Marketing, echoed Cleinman’s sentiments: “Cleinman Performance Partners has set the gold standard in optometry business development for 35 years. We are honored to continue this legacy and look forward to working with their team to drive further growth and impact. Together, we’re poised to create unparalleled opportunities by integrating our marketing expertise with Cleinman Performance Partners proven strategies.”

As part of the transition, Cleinman Performance Partners will remain independent, with Alan Cleinman continuing to play an active role. Cleinman will focus on his passions: facilitating optometric transactions, writing, and speaking. “I’m excited to focus on areas I love most while supporting our firm’s continued growth under this partnership,” Cleinman added.

Tim Aiken, President of Cleinman Performance Partners, will continue leading daily operations and collaborating with Marketing4ECPs to expand service offerings. Aiken stated, “This partnership combines Cleinman Performance Partners’ unparalleled expertise in optometry practice development with Marketing4ECPs cutting-edge capabilities. The resulting synergy will be transformative, elevating our offerings and delivering exceptional results for our clients.”

Founded in 1989, Cleinman Performance Partners has empowered the leaders of optometry practices to achieve sustainable growth and success for 35 years. Over the decades, the firm has facilitated thousands of strategic initiatives, established a robust network of industry professionals, and set a benchmark for excellence in practice development. With this new partnership, the firm enters a dynamic phase of innovation and expansion, strengthened by Marketing4ECPs’ resources and expertise.

For more information about this announcement, please contact:

Media Contact: Leslie Parmerter, lparmerter@cleinman.com, 800-331-5536, ext. 115

About Cleinman Performance Partners:

Headquartered in Oneonta, NY, Cleinman Performance Partners is the premier business development consultancy for larger optometry practices, offering a range of services designed to enhance operational efficiency, profitability, and strategic growth. www.cleinman.com

About Marketing4ECPs:

Headquartered in Calgary, Canada, Marketing4ECPs is a full-service marketing agency specializing in helping eyecare practices in North America achieve their goals through innovative strategies, creative design, and data-driven results. www.marketing4ecps.com

Video Announcement:

View the video announcement [HERE](#)



Cleinman Performance Partners Joins Forces with Marketing4ECPs

We are excited to share the news about the next chapter for Cleinman Performance Partners! Below are answers to some of the most common questions regarding this announcement.

1. What does the acquisition mean for Cleinman Performance Partners and its clients?

This partnership with Marketing4ECPs strengthens our ability to serve you by providing enhanced resources, tools, and expertise while maintaining the high level of personalized service you expect.

2. Will my consultant or point of contact change?

No, your current consultant and point of contact will remain the same. Our team is committed to delivering consistent, personalized support throughout this transition and beyond.

3. How will this acquisition benefit clients?

The partnership will bring new resources, advanced tools, and innovative strategies designed to support the growth and success of your practice. Over time, we aim to provide additional insights and expanded services to enhance your experience.

4. Will there be any changes to the Network Meetings?

The Network Meetings will continue as planned, with no immediate changes to their format. In the future, we aim to elevate these events by introducing new insights, technologies, and engagement opportunities brought by Marketing4ECPs.

5. Are there any immediate changes we should expect?

No immediate changes are planned. Any updates to our services or tools will be communicated in advance with transparency and consideration for our clients' needs.

6. Who should I contact if I have additional questions?

If you have further questions or concerns, please don't hesitate to reach out to your consultant or contact our Client Services team directly at clientservices@cleinman.com. We are here to ensure a smooth transition and provide any assistance you need.