



**HOLD FOR RELEASE UNTIL MARCH 22, 2018**

## **LIGHTMED Corporation Appoints Dennis Dowell as Director of Sales and Marketing for North America**

**San Clemente, CA – March 22, 2018** - LIGHTMED Corporation, a global ophthalmic medical device company, today announced the appointment of Dennis Dowell as Director of Sales and Marketing for North America, effective immediately. Dowell is a sales, marketing and training expert with more than 30 years of professional experience in the ophthalmic industry.

In this role, Dowell will be responsible for setting the strategic direction of Sales and Marketing initiatives to increase revenue of LIGHTMED products in North America. Additionally, he will manage all interfaces with existing North American distributors and direct sales representatives, sign additional distributors to cover the North American region, provide global clinical support and facilitate all marketing activities.

“Dennis is bringing with him extensive knowledge and experience from previous ophthalmic laser device companies, including Lumenis where I had the pleasure of working with him for several years,” said LIGHTMED CEO Shlomo Alkalay. “I am excited to be working with Dennis again and am confident that his proven track record of leading a sales and marketing team to success makes him the ideal candidate for this position. I personally look forward to monumental success with Dennis on our team.”

Prior to joining LIGHTMED, Dowell served many leadership roles in major ophthalmic companies. Most recently Dowell held the position of Global Director of Marketing, Education and Training of OD-OS, Inc. where he meaningfully influenced the introduction of OD-OS’s flagship products. Dowell said, “I am excited to join the LIGHTMED team and work with Shlomo again. My professional association with LIGHTMED goes back many years. I believe LIGHTMED produces the best-in-class ophthalmic product line over its competitors, and I look forward to being a part of this company to see where we can go.”

Dowell has an M.S. Degree in Science from University of California, Los Angeles and an M.F.A. Degree in Photography from the California Institute of the Arts.

**About LIGHTMED Corporation:**

LIGHTMED is a medical device and technology company focused on developing, manufacturing and marketing a full spectrum of innovative laser systems for the ophthalmic market. The company's product suite includes advanced solutions for cataract, glaucoma, corneal, and retinal diseases. LIGHTMED has been in business since 1997 with its own R&D and manufacturing facility. All of LIGHTMED's products are backed by an industry leading warranty and are guaranteed with proactive routine inspections through its sales and service centers located worldwide.

Visit [www.lightmed.com](http://www.lightmed.com) for more information. Connect with LIGHTMED on [Facebook](#) (@lightmedusa), [Linked In](#) (LIGHTMED), and [Twitter](#) (@LIGHTMEDUSA).

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