

# Nancy Dewald Joins Cleinman Performance Partners as a Senior Director of Client Solutions

**August 1, 2025 [Oneonta, NY.]** - After an extensive training period [Cleinman Performance Partners](#) announces that Nancy Dewald has joined the business consultant team as a Senior Director of Client Solutions. Based out of Edmonton, Alberta, Canada, Nancy is a wealth of information and joined shortly after the consulting agencies acquisition by [POD Marketing Inc.](#) Amanda Van Voris- long time consultant at Cleinman- announced the addition via email to all Cleinman Partners.

*"We are exceptionally pleased to announce that our Consulting Team is growing, with the addition of Nancy Dewald. You may have had an opportunity to say hello to Nancy in recent months, as she has joined me on several client consulting calls; or you may have had a chance to meet her in Dallas, during the Spring Network meeting. Please join me in extending a Warm Welcome to Nancy!"*



Voted one of Optical's most influential women by [Vision Monday](#) in 2017, Nancy is an award-winning consultant, speaker and business strategist. With a background in corporate training, retailing and leadership, her career spans over several industries including retail fashion, corporate optical and private practice optometry. Nancy worked her way up from an entry level retail position to a top-level leadership role. She did so with hard work and a belief that "Everything is figure-out-able!"

After several years working with [Luxottica Retail](#) as Director of Eye Care, supporting territories within Canada and the US, Nancy moved to [Eye Recommend](#) in the independent eye care space. At Eye Recommend, Nancy consulted with practice owners and ultimately joined the key leadership team. In her VP role she both led and supported the Business Coaching, Events and Training Departments.

Nancy started her own business, [Lead Up Training and Consulting](#), in 2021, allowing her to leverage all the skills and knowledge acquired over her career. In supporting clients with onsite projects, consulting and speaking engagements Nancy was able to do what she loves to do: help small businesses and their teams to be successful - which has always been her main motivation. She also enjoys writing for [Optical Prism Magazine](#) in an effort to help more optometric leaders.

### **About Cleinman Performance Partners**

For over 35 years, Cleinman Performance Partners has established itself as North America's leading business development consultancy for larger private optometry practices and growth-minded practice owners. Cleinman Performance Partners' expert team provides personalized consulting, data-driven insights, transformational wisdom sharing, and comprehensive practice transition services, empowering clients to recognize and realize all their possibilities.

### **About POD Marketing Inc**

Creating, building, and executing meaningful marketing strategies for clients in specific industries is done everyday at POD Marketing Inc. A verticalized approach to marketing allows the team to become experts within a specific industry to provide the best possible services and products to clients. Among many other services this full service digital marketing agency specializes in web design, SEO, pay-per-click, and organic social media, to help you and your business achieve your goals.

Useful links:

<https://cleinman.com/>

<https://podmarketinginc.com/>

For more information about Cleinman Performance Partners or POD Marketing Inc. reach out to Kevin Wilhelm: [kevin.wilhelm@podmarketinginc.com](mailto:kevin.wilhelm@podmarketinginc.com)

