

Eyefinity Europe helps see jobs creation programme reach major milestone

Wednesday, December 3rd 2014: An Taoiseach, Enda Kenny, today (Wednesday December 3) announced that US company VSP Global will establish operations in Dublin, **Eyefinity Europe**, creating **20 jobs**.

The company was introduced to Ireland through ConnectIreland, the company responsible for delivering the Government's *Succeed in Ireland initiative*, as part of the Action Plan for Jobs, in association with IDA Ireland.

The announcement of Eyefinity's new Irish base brings to 1,000 the number of jobs being created under the ConnectIreland programme in the coming three years.

Eyefinity is a developer of innovative e-commerce and practice management solutions, and electronic medical records software for the optical industry. A subsidiary of VSP Global, Eyefinity is the leading practice management software and technology company in the US.

The Eyefinity website links doctors directly to optical labs, frame and lens suppliers, and insurance carriers. Eyefinity will relocate their EMEA HQ from Paris to Dublin as well as establishing a software development operation and innovation and design entity at their base in the DCU innovation campus, Glasnevin, Dublin.

Linus Russell, MD of Eyefinity Europe, said:

"For a company that is HQ'ed in California, considering expanding into Europe, it is not possible to ignore Ireland as the place to be. We found the overall attractiveness of Ireland too much to resist and ConnectIreland opened an incredible amount of doors, introducing an amazing amount of quality advice prior to decision making. We would not have considered Ireland as such a serious option if it was not for the efforts of ConnectIreland."

The 20 positions created will be in general management, finance, administration, software engineering, and industrial design. Recruitment for these positions will begin in January.

ConnectIreland CEO, Michael McLoughlin, said:

"Through the connections of Irish people, industry leaders like Eyefinity are seeing the value of doing business in Ireland. We are delighted to work closely with companies like Eyefinity and help with their expansion. It is incredibly rewarding to see that, as a result of this programme, over 1,000 jobs are being created right across Ireland."

Register as a connector and you could earn a reward of up to €1,500 per job created (maximum 100 jobs).

-ENDS-

Editor's Note:

About Eyefinity

Eyefinity, a subsidiary of VSP Global, is the leading practice management software and technology company in the US offering OfficeMate/ExamWRITER electronic medical records and multi-location software. Eyefinity services 30,000 eye care professionals, offering premium best-in-class products and services that streamline and improve everyday processes for busy practices. The Eyefinity website links doctors directly to optical labs, frame and lens suppliers, and insurance carriers.

About ConnectIreland

ConnectIreland is an innovative way to create new jobs in Ireland by harnessing the power of your connections. The aim is to attract foreign companies that are expanding internationally to Ireland. The Irish Government will financially reward those who, through their introductions, help create new, sustainable jobs in Ireland. The programme, part of the Government's Action Plan for Jobs, is delivering the Succeed in Ireland Initiative, in partnership with IDA Ireland.

To date, 40,000 connectors have signed up and helped introduce thousands of companies to Ireland.

www.connectireland.com.