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NEWS RELEASE

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CALIFORNIA STATE BOARD OF OPTOMETRY APPOINTS NEW EXECUTIVE OFFICER

SACRAMENTO – The California State Board of Optometry announces the appointment of Shara Perkins Murphy as its new executive officer, effective October 31, 2018. Ms. Murphy replaces former executive officer Jessica Sieferman.

Ms. Murphy has over 10 years of experience dedicated to public policy, constituent services, and organizational development. Most recently, she worked as a confidential assistant in the executive office for the Department of Insurance where she managed sensitive materials dealing with regulations, legislation, department policies, and complex financial issues. She also coordinated with more than 40 internal entities and stakeholders to advance the mission of the department.

In her previous capacity as an executive director of a nonprofit, she managed all aspects of the operation including budget, policy, hiring, managing staff and volunteers. Here she gained leadership skills and knowledge working with a board to create policies that would advance the goals of the organization. One such goal was cultural competency. She worked with academics and training professionals to lead the development of trainings delivered by professional trainers to the board of directors.

Ms. Murphy also has extensive experience working with elected officials. She has worked in various capacities for Senator Patrick Johnston and Senator Michael Machado, the California Democratic Party, Senator Mark DeSaulnier, Assembly Democratic Caucus, and Senator Carol Liu.

ABOUT THE DEPARTMENT OF CONSUMER AFFAIRS: *The Department of Consumer Affairs (DCA) promotes and protects the interests of California consumers while ensuring a competent and fair marketplace. Consumers can file complaints against licensees by contacting DCA at (800) 952-5210. Consumers can also file a complaint online at dca.ca.gov.*

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