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NorthShore Care Supply Expands Leadership Team
Recent hirings due to rapid growth of NorthShore® brand adult diapers

Buffalo Grove, Ill. – December 19, 2019 – NorthShore Care Supply is pleased to announce the appointment of John Cronce and Vicki Wolpoff to its management team. Cronce has been appointed director of Customer Care and Wolpoff has been named director of Marketing & Communication at the digitally native incontinence brand and retailer for heavy incontinence sufferers headquartered in suburban Chicago. Both positions are newly created management roles designed to leverage the company’s 18 years of incontinence product sales and fast growing private label brand, NorthShore®, into the leading direct-to-consumer incontinence brand in the U.S.

“Vicki has a wealth of knowledge and expertise in branding, messaging, media relations and customer engagement while John has a wide range of experience within customer service and exceeding customers’ expectations,” says NorthShore President Adam Greenberg.

NorthShore offers a variety of high-absorbency diapers, underwear, pads, liners, mattress protectors and wipes with delivery throughout the U.S.

“I am pleased to bring John and Vicki on board with NorthShore. Their accomplishments will bring a great deal of experience and leadership to our team,” says Greenberg. “We’re the best kept secret in personal care products serving millions of people with incontinence and their families for almost two decades. John and Vicki will help us take our unique products and support group-style, caring customer service to the next level.”

Under Greenberg’s leadership, the growth strategy of NorthShore Care Supply includes the expansion and relocation of its headquarters location, as well as a significant extension of its private label product portfolio. NorthShore Care Supply’s commitment to #EndHealthStigma for incontinence is a key initiative for the company in 2020.

“About 80 million Americans have some form of incontinence and the number continues to grow each year,” says Greenberg. “We want to make sure we have the team in place to support consumers looking for high-quality, premium products as well as spread the word that we are here to guide them through the process to relieve the 24/7 worry that heavy incontinence fosters.”

Formerly the head of Marketing Communications and Public Relations for The Alden Network in Chicago, Wolpoff was responsible for increasing the home medical equipment division’s net revenue growth by 62 percent, overseeing multi-channel campaigns that resulted in more than

4,000 patients annually across 26 rehabilitation facilities and leading market launches of more than 50 products, service lines and facilities.

“I was attracted by NorthShore’s mission to help its customers find the right products for their needs and also help them identify resources and education to live their best lives possible,” says Wolpoff. “I intend to apply my marketing communications and public relations experience and skills to spreading the word to help NorthShore customers, their loved ones and caregivers.”

Cronce previously served as Contact Center director at Jockey International in Kenosha, Wis., where he led consumer care and voice of consumer (VOC) for Jockey North America. He has spoken at conferences such as Call Center Week and the Society of Consumer Affairs Professions.

“When I considered joining NorthShore, I was immediately struck by the compassion displayed by the Customer Care team. They don’t just help people with incontinence, they do so much more to make them feel comfortable and empowered.”

NorthShore Care Supply was founded in 2002 by Adam Greenberg after family members struggled to manage their incontinence with retail adult diapers. NorthShore® is the leading direct-to-consumer brand of high absorbency adult diapers and incontinence supplies in the U.S. providing peace of mind to those with moderate to severe incontinence. NorthShore is committed to #EndHealthStigma to help 80 million Americans living with some form of bladder or bowel dysfunction. For more information, call 800-563-0161, visit www.NorthShore.com, or follow us on LinkedIn and Facebook @NorthShoreCareSupply, Twitter @NorthShoreCare, and on Instagram @NorthShoreCare.