

GetHairMD Elevates Trace Herchman to President, John Carullo to Chief Innovation Officer for Growth & Tech Leadership

Leadership transitions strengthen operational focus and innovation capabilities as company expands to 60+ locations nationwide.

SOUTHLAKE, TX, UNITED STATES, August 21, 2025 /EINPresswire.com/ -- GetHairMD, a physician-directed network offering comprehensive hair restoration solutions with exclusive protected territories, announces two strategic leadership appointments that position the company for its next phase of growth and innovation.

Trace Herchman has been promoted to President of GetHairMD, transitioning from his role as Senior Vice President of Strategic Development. In his new capacity, Herchman will oversee day-to-day operations, physician network expansion, and strategic business development initiatives across GetHairMD's growing network of over 60 locations.

Simultaneously, John Carullo has been appointed Chief Innovation Officer, moving from his previous role as President. Carullo will now focus on technology advancement, product development, and innovation strategy, leveraging his extensive background in FDA-cleared hair restoration devices and clinical laser technology.

Carullo brings over 24 years of experience in the hair restoration industry, having founded and led Sunetics International, a global leader in clinical laser hair growth devices, and serving as CEO of DermaScalp Laser Cap, which manufactures FDA-cleared at-home laser therapy devices. His expertise in developing and commercializing hair restoration technologies aligns perfectly with



Trace Herchman, President of GetHairMD

GetHairMD's commitment to offering the most advanced multi-modal treatment solutions.

"John's transition to Chief Innovation Officer allows us to leverage his deep technical expertise and proven track record in hair restoration technology," said Paul Herchman, Executive Chairman of the Board of GetHairMD. "His experience with FDA-cleared devices and understanding of both clinical and at-home treatment solutions are invaluable as we continue to enhance our comprehensive approach to hair restoration."

Trace Herchman's promotion to President reflects his instrumental role in building GetHairMD's physician network and developing the company's exclusive territory model. Since co-founding the company in 2020, he has been responsible for business development initiatives that have grown the network from a single location to over 60 practices nationwide.



John Carullo, Chief Innovation Officer of GetHairMD

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Paul Herchman

"I'm excited to take on this expanded role and continue building our physician network," said Trace Herchman, newly appointed President. "Our exclusive territory model provides real competitive protection for our partners, and I'm committed to helping every practice in our network become the premier hair restoration provider in their market."

Carullo emphasized his enthusiasm for focusing on innovation and technology advancement. "Moving into the Chief Innovation Officer role allows me to concentrate on what I'm most passionate about - developing and implementing the most effective hair restoration

technologies available," said Carullo. "GetHairMD's multi-modal approach, combined with our personalized treatment protocols, represents the future of non-invasive hair restoration."

GetHairMD's treatment philosophy centers on combining multiple therapeutic modalities for

optimal results. The company's approach includes multiple, proprietary in-clinic treatments, guided by AI-powered diagnostic analysis, alongside a suite of personalized at-home solutions.

This comprehensive strategy addresses the medical community's consensus that multi-modal approaches deliver superior outcomes for hair restoration patients. GetHairMD's focus on non-invasive solutions, especially for women, require no downtime while achieving success rates exceeding 90%. For those who need to take the next step, hair transplant options are available, making GetHairMD the one-stop solution for hair loss at all levels.

The company's exclusive territory model ensures partnering physicians become the premier hair restoration provider in their market without price competition from other GetHairMD locations, creating sustainable business growth for practices while maintaining affordable treatment options for patients.

GetHairMD is a physician-directed network with expertise in all forms and causes of hair loss. The company offers a multi-modality approach, combining advanced technology with doctor-supervised care to achieve optimal hair restoration results, exceeding a 90% success rate. GetHairMD has grown from a single location to over 60 locations nationally, providing exclusive protected territories for partnering physicians.

For more information about GetHairMD, [please visit www.gethairmd.com](https://www.gethairmd.com).

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