



Dorothy Wetzel

Passionate about Serving Patients

Dorothy Wetzel's experiences as a consumer healthcare marketer had created quite a storied career. Having grown as a marketer from her early days with Whitehall-Robins to launching her own agency last year, Extrovertic – her focus has remained the same: it's all about the patient.



By DTC Perspectives staff

Working with the philosophy from former planning colleague Nat Puccio of “He who knows the consumer best, wins,” Dorothy Wetzel has consistently placed the patient at the center of her attention. Her passion to serve patients is what motivates her to produce the best marketing possible for her clients in her role as co-founder and chief marketing extrovert at Extrovertic. Mark Drossman, founding partner and chief creative extrovert at the agency, described her as having an “unshakable belief that smart marketing can help pharmaceutical companies literally transform the lives in patients for the better.”

Wetzel has also been able to draw much inspiration from those around her during her 25-plus year career in the consumer healthcare industry. Her creativity was encouraged in her early years by mentors Andy Davis and Holly Crosbie-Foote from her days at Whitehall-Robins (now Wyeth Consumer), allowing her to flourish. After moving to Pfizer in 1996, former boss Randy Goldmann taught her how to channel that energy and creativity when creating campaigns.

Becoming the vice president of consumer marketing during her tenure with the pharmaceutical giant, Wetzel worked on such brands as Celebrex, Lipitor, Viagra and Zoloff. She also served as a driving force behind some of Pfizer's industry-leading patient marketing initiatives, including Pfizer for Living (an award-winning CRM program that has since been featured in a Northwestern University, Kellogg School of Management case study), Sana La Rana (an esteemed Hispanic health program), and Pfizer

Health Literacy (a widely-acclaimed clear health communication initiative).

Harnessing her experiences as a client, Wetzel transitioned to the agency side of the business, after being given the opportunity by Mike Trepicchio to join Saatchi & Saatchi Healthcare Communications in May 2006. While there, she oversaw AstraZeneca's consumer and professional marketing efforts as a senior vice president, management supervisor and navigator. After moving to another Publicis agency, Glow Worm, where she was an executive vice president, managing director, she and colleague Drossman decided to launch Extrovertic.

Priding herself on out-of-the-box strategic thinking, Wetzel and Drossman have led their team by infusing non-traditional approaches into a brand's marketing platforms. Celebrating its second anniversary in January 2011, the “Extroverts” have grown the company with clients including Vertex Pharmaceuticals, Laser Spine Institute, and the UNC Center for Functional GI and Motility Disorders. Wetzel also helped create a joint venture with Extrovertic and Virilion (a Washington, D.C.-based digital and social media agency), called EV Healthcare, at which she serves as a managing partner.

As if her plate isn't full enough, Wetzel is also a loving wife and proud mother of two children. Her family, friends and peers will describe her as a game-changing visionary with a sharp sense of humor and infectious laugh who simply refuses to accept the status quo. Understanding the opportunity she has to help create life-changing communications for consumers, Wetzel's philosophy is now, “He who serves the consumer best, wins.”