

CONTRIBUTORS

A closer look at the authors behind the feature articles of *OTC Perspectives*



Tom Hayes is managing partner and principal at the New England Consulting Group, where he works with numerous OTC, pharmaceutical and consumer-package-goods clients in marketing and business strategy. With more than 30 years experience, Hayes' successful assignments span an immense array of categories (condoms to cooking companies) (Burt's Bees to Bayer), and brands (Vaseline Intensive Care to Zyrtec).

He is the recent author of, "*Maverick Marketing ... Trailride into the World of New Marketing.*" He can be reached via e-mail at th@necg.net or by telephone at (203) 226-9200.

Michael Kiser is a project manager at the New England Consulting Group and a member of the OTC and pharmaceutical practice teams. Prior to joining the New England Consulting Group, Kiser worked at Merck & Co. He is a graduate of the Wharton School at The University of Pennsylvania. He can be contacted by e-mail at mwk@necg.net.



Dorothy Wetzel is a co-founding partner of Extrovertic [www.Extrovertic.com], a new type of agency that helps clients build brand advocates by strategically infusing social media and other non-traditional communication solutions into the marketing mix. She also is a former consumer marketing leader at Pfizer and led the start-up agency GlowWorm, a unit of Publicis' Saatchi & Saatchi division. She can be reached by e-mail at Dorothy@Extrovertic.com.



Steven Pashkoff is the executive vice president and chief creative officer at EvoLogue, a unit of CommonHealth. He has created award-winning work for brands from AstraZeneca, Novartis, Organon, and others. He can be reached via e-mail at spashkoff@commonhealth.com or by telephone at (973) 352-4199.