

WOMEN IN AESTHETICS



The Groundbreaking Original Series from Industry Vet Wendy Lewis



Liz Panzica Newman, General Manager for Solta in North America, has more than 20 years of experience in medical marketing across premium injectables and body sculpting technology with a roster of A-list global brands.

Previously, as Sr. Director of Marketing for Xeomin at Merz Aesthetics, Liz spearheaded its launch for aesthetic use in the US and initiated the first of Merz's celebrity campaigns. She moved her three children, a husband, two cats and a dog, cross country to help build out Merz's aesthetic footprint in Raleigh, NC.

She served as VP of Marketing at Zeltiq for the clearance and launch of CoolSculpting. Prior to that, Liz was in the cosmetic dentistry field.

A graduate of the University of Notre Dame, Liz also holds a Master of Science in Technology Management from Rensselaer Polytechnic.

WL: Who were some of your mentors throughout your career?

Liz: I have been lucky to have some incredible mentors. Bill Humphries, whom I have had the honor of working with twice, has made a real impact

on my career. Under his leadership, I was able to expand into pharma from the medical device space. Jim Hartman, who preceded me at Solta, also had an impact through his tireless energy and out-of-the-box thinking. It has been fun working with Tom Hart, who heads up Solta International. We have experienced tremendous growth in North American and outside the US, particularly in Asia, and I have enjoyed developing and executing those synergies.

My colleagues have also had a significant impact on my career. Michelle Barrineau is a rock star marketer. I loved working with her so much that she joined me at Solta. Stacey Williams at OrthoDerm was great to collaborate with.

As many in our industry can attest, I find many of my mentors and teachers are the doctors who have built the aesthetics category and who continue to shape it. I have learned about grit and stamina and have benefited from relationships with some of the women who have truly shaped this industry, including Drs. Tina Alster, Vivian Bucay, Ellen Marmur, Heidi Waldorf, Brooke Jackson, and so many more. I have also been inspired by doctors who have been at the forefront of the research on the devices and products I have worked on, including Drs. Jeff Dover, Doris Day, Michael Kaminer, Valerie Callender, Brian Biesman, and Ann Chapas. Dr. Vic Narurkar was also very special to me personally and Solta as a whole. His loss is still felt in the industry.

WL: How did you get your start in the aesthetics field?

Liz: I got my start at VNUS medical technologies looking for solutions for

varicose veins. It was there I met Drs. Mitch Goldman and Bob Weiss, who helped me on the path to aesthetics. I got more invested in energy-based devices at Lumenis and Laserscope. I was at Laserscope at a very exciting time for aesthetic lasers.

However, it was at Invisalign where I was able to work on fresh ideas and consumer segmentation to expand my skill set. I led the team that developed and launched Invisalign Teen. We did a lot of online marketing early because, at that time, teens were spearheading online communications.

I have worked at a lot of great companies, but Solta stands out among them. Our devices are considered by many to be the premiere products in aesthetics. New practitioners seek us out because they know consumers look for treatments like Fraxel, and once in the chair, they will stay for other treatments or buy skincare. Experienced practitioners are excited by advances we are making. We strive to make an impact on our practices as well as our patients. The brand recognition of Thermage, Clear + Brilliant, Fraxel, and Vaser is fantastic.

WL: What advice do you have for women who are rising stars?

Liz: Take the time to get to know the field. Build strong relationships with your peers, especially your sales force. This industry is small; you are going to see the same people over and over again.

It is also essential to get to know practitioners, as they fuel and drive the market. Listen to their input; they are always ahead of the curve. Find physician mentors who are already "greats" in the field and seek out their advice. Similarly, find physicians who are just starting whom you believe will be superstars one day and spend time nurturing your relationship. You can grow in this industry with these physicians together.

Build yourself a community. Find people who you trust who have a work ethic that inspires you, and when you can bring those people with you, seek them out. ■

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