



Wendy Mayer is Vice President, Worldwide Innovation for Pfizer, responsible for driving innovative ideas and thinking across the organization through the identification of transformative and disruptive innovation platforms that can be leveraged across the business, and through the development of a culture that will support continued innovation.

Wendy joined Pfizer in 1997, and has had various roles across the organization including Connecticut State Director for Primary Care, responsible for setting and implementing sales strategy across the Primary Care business in Connecticut, which accounted for \$200 million in revenue, and . VP Clinical Trial Excellence, responsible for developing a quality management system for Pfizer's enterprise clinical trial process. Most of her tenure at Pfizer has been within the Market Analytics organization, developing insights and recommendations for global business strategy.

Prior to joining Pfizer, Wendy was a Senior Consultant at Deloitte & Touche Consulting, focusing on business strategy and process improvement for healthcare clients. Before Deloitte, Wendy did an administrative fellowship at Northwestern Memorial Hospital in Chicago. Wendy holds a bachelor's degree and MBA from Cornell University. She has been identified by Deloitte as a "Women to Watch" in healthcare for 2013 & 2014. She lives in Rye Brook, NY with her husband and three children.