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— Health Care, Marketing



Natanya Wachtel, PhD, was inspired early on by her mother, who was a global corporate executive and always made time to do good and give back to her community. Living and traveling around the globe while growing up, Dr. Wachtel saw firsthand the impact that wealth and

health care disparities had on people and became determined to do something that would make a difference. She has her doctorate in behavioral psychology, and several certifications as a health and wellness coach.

In 2008, Dr. Wachtel established the New Solutions Factory, a consulting consortium that provides behavioral science marketing and health care analytics experts to various brands and agencies, including Novartis AG, Johnson & Johnson, Pfizer Inc., GlaxoSmithKline plc., and a number of others. She uses her considerable expertise in behavioral modeling, customer-centric psychology, and marketing and branding to provide aid in managing and solving modern business challenges as well as utilizing that skill set to create innovative patient wellness solutions for chronic disease management. The New Solutions Factory has since expanded to become part of the New Solutions Network, which also includes HealthEd Princeton, a health education strategy and health gaming experience design firm, and Insights by Demand, a customer-centric research and data analytics consultancy.

Throughout the years, Dr. Wachtel has served as a consultant in customer relationship management, behavioral strategy, multichannel marketing, and marketing strategy for a wide range of different companies. Furthermore, she has made a name for herself as a speaker and mentor in the fields of health care and marketing.

Today, alongside her work with the New Solutions Network, Dr. Wachtel has become the chief operating officer for evrmore.io, a health and wellness empathy AI-powered app geared toward young adults. The app offers a variety of services, powered by game-theory for self-empowerment and safe access to peer and mentor support communities. Ever since the launch of evrmore, it has become Dr. Wachtel's passion. Looking toward the future, she hopes to bring evrmore.io to an even wider audience in addition to getting the youth mental wellness services the app offers covered by all the major health insurance plans.

Dr. Wachtel has also been an active member of her community and is a regular donor to various university scholarships. Furthermore, she has supported and volunteered with CreateIT Labs, a nonprofit education center and product development lab, for their K-12 STEAM curriculum for underserved youth. She is currently on the board of Women Who Create, an organization to support, inspire and encourage women of color on their path to excellence in their personal and professional lives, and is the founding board member of Inspiring My Generation, which aims to bridge the gap in

mental health awareness, emotional support, and treatment accessibility with a focus on suicide prevention. In her free time, Dr. Wachtel enjoys being out in nature and spending time with her family, which includes her husband, three sons and twin daughters.

For her years of excellence, Dr. Wachtel has been the recipient of a number of honors and accolades. She has been featured in such professional publications as the Ad Age and MM+M magazines and was notably selected for several 30 Under 30 Awards and 40 Under 40 Awards by national and global organizations. In addition to these accolades, she notes that her greatest achievements in her field include launching some of the first personalized client relationship management programs and the earliest inclusions of behavioral psychology in pharmaceutical marketing. Dr. Wachtel has been thankful to see her work receive recognitions and awards for its success, but prefers to focus on the outcomes she's contributed to that drive a positive impact in people's lives.

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