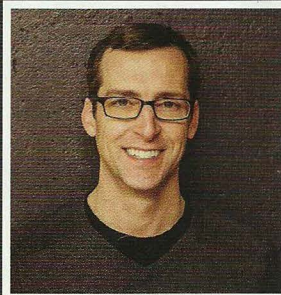
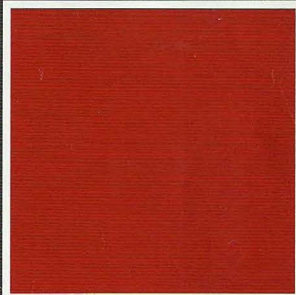
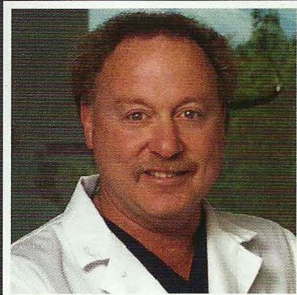
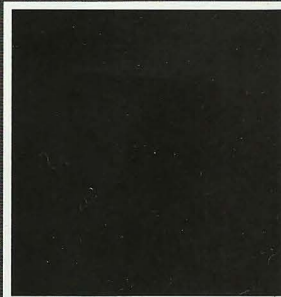
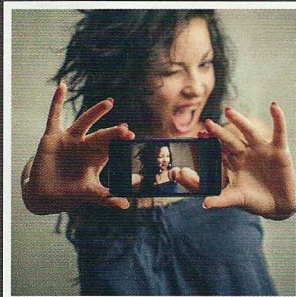
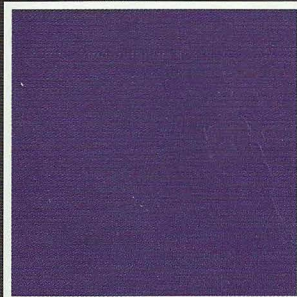
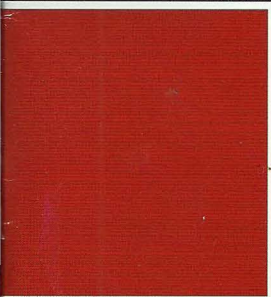
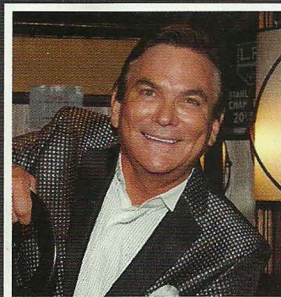
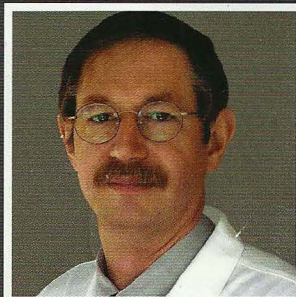
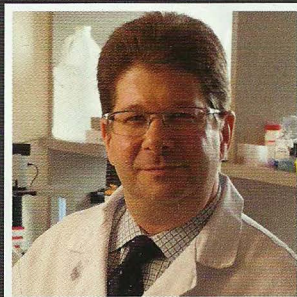
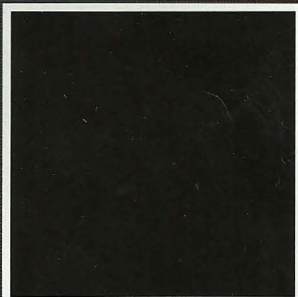


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PLASTIC SURGERY PRACTICE

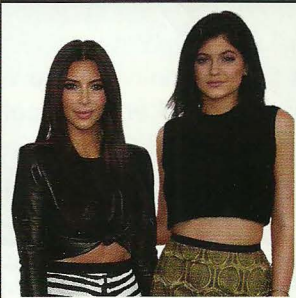
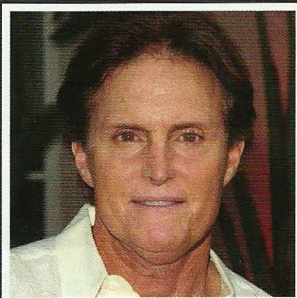
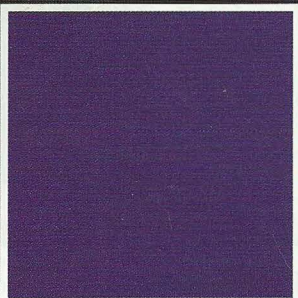
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Cosmetic Surgery Issue



15 in 2015

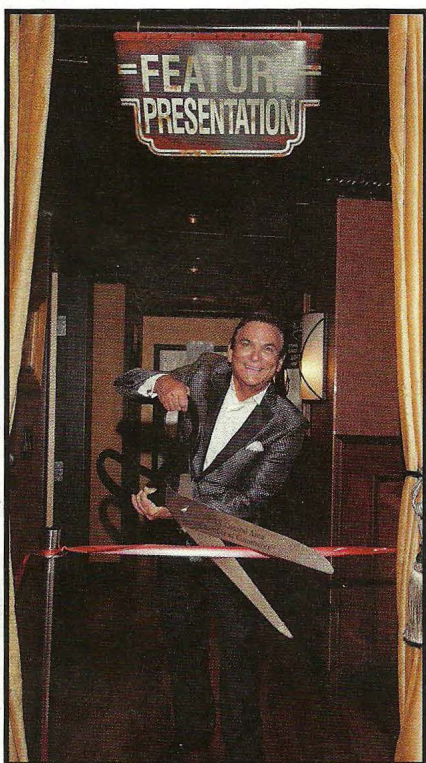
Introducing *PSP's* top 15 influencers of 2015



Marketing Moxie

W. Grant Stevens, MD
Plastic Surgeon
Marina del Rey, Calif

Yes, he is a talented and busy surgeon, but W. Grant Stevens, MD, could have minored in marketing. He has had experience with pretty much all of the noninvasive body contouring procedures on the market, and fell in love with Zeltiq's CoolSculpting®. (He owns 17 machines.) Stevens tried it on himself, and was so enamored with the



results that he thought it was time to get other men on board.

This was right as male plastic surgery was starting to trend upward. Stevens decided to reach men where they live—on sports radio. His advertising blitz worked. Men listened. How cool is that?

In *Field of Dreams*, they say, "If you build it, they will come," but in Steven's case, they came, so he built it. It is Marina ManLand, a new facility for men. "Men told me that they wanted less hair on their backs and more hair on their heads, which led to the development of this exclusively male medical spa," Stevens says. When the right technology falls into the right hands, magic occurs.

The Coach

Wendy Lewis
Industry Consultant
New York City

Nobody knows the aesthetics space like Wendy Lewis. She knows the players, the procedures, and the paraphernalia from the inside out and the outside in.

While cosmetic coaching and aesthetic marketing are all the rage today, Lewis put these services on the map. This veteran is smart, savvy, and has social media chops that could rival any millennial. (Her personal Facebook page, @WendyLewisNYC, has become a go-to source for media, physicians, and industry insiders to stay informed.)

Wendy Lewis & Co Ltd has grown in size, scope, and status since it first opened its doors in 1997. Today, Lewis represents some of the top-tier companies in aesthetics, and has helped put many a start-up in the game. She knows everyone in this business, and everyone knows her. It's not abnormal for Lewis to travel to Europe, Los Angeles, Miami, and Chicago in a month. Walk through the exhibit hall of just one meeting with Lewis, and you will understand just how connected she really is.

Lewis also serves as editor in chief of one of the top beauty blogs on the web—Beauty In The Bag—and her byline runs in just about every trade publication in just about every issue. The topics range from microneedling advances to physician-dispensed skin care, the promise of regenerative medicine—and anything in-between. Her knowledge of even the most complex plastic surgery procedure is impressive. In the presence of the masters, she is both respectful and deferential. When Wendy Lewis talks, people listen; they even take notes.

If there was a plastic surgery edition of *Shark Tank*, Lewis would be the shark in chief.



Bridge Builder

S. Randolph Waldman, MD
Facial Plastic Surgeon
Lexington, Ky
Founder, Multi-Specialty Foundation

Eleven years ago, the "core" wars were in full force. Today, that very phrase is likely to be met only with a puzzled look. Thank S. Randolph Waldman, MD, a facial plastic surgeon, for this. His "why can't we all just get along" attitude sired

the Multi-Specialty Foundation, a group whose main objective is the coordination of an annual symposium for oculoplastic surgeons, dermatologic surgeons, facial plastic surgeons, and plastic surgeons. "All we needed to do was come together," Waldman says.

And so they have. Multispecialty is a new buzzword, as growing numbers of groups open their doors to colleagues from other specialties to exchange ideas and learn from one another, and practices—including Waldman's own—are now embracing the concept of bringing together multiple aesthetic specialists from different disciplines under the same roof.

Waldman also has the distinction of being the only facial plastic surgeon who is also a member of The American Society for Aesthetic Plastic Surgery (ASAPS).

After expanding his meeting to Israel a few years back, Waldman is now taking his lovefest global—with the Fall 2015 launch of the Global Aesthetics Conference and the help of Brazilian-born plastic surgeon and the president-elect of The International Society of Aesthetic Plastic Surgeons Renato Saltz, MD, also an ASAPS past president. Instead of burning bridges, Waldman choose to build them and has established an impressive global infrastructure.

