

# News

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\*\*\*\*UT Southwestern/University Hospital announce new  
vice president for public affairs and marketing

DALLAS -- Meg Fitzpatrick, former business consultant to 2M Companies of Dallas, has recently been appointed vice president for public affairs and marketing at The University of Texas Southwestern Medical Center at Dallas and at Zale Lipshy University Hospital. In her new role, she will manage clinical marketing and public affairs at both institutions.

Fitzpatrick has worked in Dallas the past three years as an organizational and marketing consultant at 2M Companies, a holding company for the business and personal investments of Morton H. Meyerson, and at McKinsey & Company Inc., an international management consulting firm.

Before coming to Dallas, Fitzpatrick worked from 1984 to 1987 as senior branch manager for Genigraphics Corp., a manufacturer and distributor of computer systems providing automated graphics design. There she directed marketing, sales, operations and financial activities for three branch offices with revenues of \$12 million -- receiving the corporation's President's Club award in 1985 and 1986.

While at Genigraphics, she earned a master's degree in strategic

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management at Columbia University's Graduate School of Business in New York.

Her corporate business career was launched at IBM Corporation in Hamden, Conn., where she worked from 1977 to 1984. Starting as a marketing trainee, she rose through the ranks in the company's General Systems Division, which develops and manufactures computers for medium-sized businesses. She was responsible for generating new accounts and supervising the installation of computer systems in a broad range of industries, in particular the clinical practices and hospitals associated with Yale University. At IBM she developed a national model for working with physicians on the use of computers in their practices and received numerous awards for outstanding performance.

Fitzpatrick graduated cum laude with a bachelor's degree from Boston University in 1973 and earned a master of arts degree in 1976 from the Henry Francis duPont Winterthur Program affiliated with the University of Delaware in Newark. Both degrees were in early American art and history. She was a DuPont fellow in the Winterthur Program.

From 1973 to 1976, she performed a wide range of curatorial tasks, including the preparation of exhibits and catalogs for several museums in Boston, Washington, D.C. and New Hampshire. While working as a curator she became "interested in the business aspects of museum work and in the challenges of business in general," she said.

Fitzpatrick was raised in a medical family; her father is professor of clinical surgery at Yale University Hospital. "Through my father and his colleagues, I developed a great respect for doctors and their specialties. While at IBM, I felt my primary contribution

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was in helping physicians improve the business of running their practices. In all my professional assignments, I have loved the intellectual challenge of solving complex marketing issues.

"As for Southwestern Medical Center, the opportunity to help the remarkably talented faculty fulfill the overall goal of being one of the nation's best medical centers, both in clinical care and in research, is exciting."

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NOTE: The University of Texas Southwestern Medical Center at Dallas comprises Southwestern Medical School, Southwestern Graduate School of Biomedical Sciences and Southwestern Allied Health Sciences School.