

DAVID CHAPIN

CEO and Co-Founder Forma Life Science Marketing



For more than 25 years, David has provided strategic and tactical marketing expertise in the pre-clinical and clinical research, drug development, medical device and life science sectors. He has a keen understanding of scientific and medical concepts and a proven ability to translate them in ways that improve sales and marketing alignment, and that can be applied to communications of all types, including lead generation campaigns, content marketing and other thought leadership initiatives, websites, video, brochures, and more.

David presents to diverse audiences – from C-Suite executives, to researchers, to other technically sophisticated directors and managers – about the challenges of marketing in the life sciences. He has taught or lectured at the Business/Innovation/Growth Council in Charlotte, NC, and several universities and colleges including the College of Design at North Carolina State University, the Kenan-Flagler Business School at the University of North Carolina at Chapel Hill, UNC-Charlotte, East Carolina University, and Peace College. was invited to speak at the South Carolina Arts Commission's first biennial, state-wide design arts conference entitled '*Good Design is Good Business.*'

- Author of the forthcoming book [“The Marketing of Science: Making the Complex Compelling”](#)
- Named [Best Life Science Consultant](#) in *Triangle Business Journal's* inaugural [2013 Life Sciences Awards](#)
- Published in *Life Science Leader*, *Impact*, and *PharmaExec* magazines and *MedAd News*
- Named inventor on more than 40 medical device and instrumentation patents in the U.S. and abroad
- Recognized by AIGA, and featured in the *Harvard Business Review*, *ID* magazine, *Print* magazine, *Design News* magazine and *Medical Marketing and Media*
- B.S. in Physics, with a minor in Mathematics and Engineering, with Honors from Swarthmore College
- M.A. in Design from NC State University

Speaking Engagements and Topics

David's recent speaking engagements include:

- 2013 MD&M Conference, *"Break on Through to Creativity"* workshop
- *"Closing with Case Studies,"* with business development consultant Blair Enns, the founder of Win Without Pitching
- 2012 ExL Pharma Business Development Strategies for Clinical Trials Service Providers Summit
- *"Positioning and Pitching Your Business,"* as a panelist for the Council for Entrepreneurial Development's CED CAFÉ lunch-series program
- Corporate Design Foundation's annual symposia in Palisades, NY, entitled: *"Design Leadership Symposium: The Intersection of Design and Business"*

Crafting a clear and effective Position Statement

- Staking a claim in the minds and eyes of the audience
- Identifying and embracing your Brand's Context, Promise and Personality
- What are your Reasons to Believe?

Content Marketing: The Great Equalizer

- The "Blue Ocean:" Content areas where there are few competitors
- Gauging Content Density in the Content Matrix

Increasing Marketing Effectiveness: 10 Do's and Don'ts

- The Paradigm Shift: 'Seller Beware'

When Marketing and Sales are Misaligned

- Four types of misalignment in the life sciences
- Aligning position with audience needs
- Aligning brand story with position

Brand creation and rebranding through M&As

- Managing and migrating brand families
- Relationships between parent brands and children brands

Using Archetypes to Increase Audience Engagement

- From Carl Jung, to Young & Rubicam, to the life sciences
- How managing your brand elicits audience response

Five Major Life Science Marketing Mistakes

- Knowing your audience, and your competitors
- Unique or Commodity?