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Contact: Betsy Taube  
[btaube@formallifesciencemarketing.com](mailto:btaube@formallifesciencemarketing.com)  
436 N. Harrington Street, Suite 130  
Raleigh, NC 27603  
Ph: 919-832-1244 ext. 223  
Website: [FormaLifeScienceMarketing.com](http://FormaLifeScienceMarketing.com)

**Strategic Marketing Thought-Leader a Guest Presenter  
at Three Seminars in Four Months**

*Raleigh, NC – June 15, 2012* – David Chapin, CEO and chief strategist of [Forma Life Science Marketing](http://FormaLifeScienceMarketing.com), a leading marketing firm for life science, biotech and pharma companies, was a guest presenter this week at [“Closing with Case Studies”](#) – one of two back-to-back, day-long seminars by [Blair Enns](#), the founder of [Win Without Pitching](#) and a business development consultant to creative firms worldwide. Both seminars were held in Chicago.

Chapin was invited to share the case studies he has developed for his company’s business development initiatives. This is the second time Chapin joined Enns as part of the seminar presentation.

“David’s approach to marketing and creative problem solving is far more sophisticated and rigorous than the typical marketing firm,” said Enns. “Forma does great work, as many firms are capable of from time to time, but their innovative and methodical approach ensures that all their work is at the highest quality. Their methods remove any doubt that they will ‘nail it’ the first time.”

[Chapin](#) is a highly regarded thought leader and frequent speaker at national, regional and local programs, conferences, and seminars focused on strategic marketing development. Next month, he’ll present at [ExL Pharma’s 4<sup>th</sup> Business Development Strategies for Clinical Trials Service Providers Summit](#) in Philadelphia, PA (July 17-19). In April, he was among the panelists at the [Council for Entrepreneurial Development’s CED CAFÉ](#) lunch-series program, *“Positioning and Pitching Your Business.”*

Chapin has a Bachelor’s degree in Physics from Swarthmore College and a Master’s degree in Design from NC State University. His work has been recognized by [AIGA](#), the professional association for design, and featured in publications such as the [Harvard Business Review](#), [Medical Marketing and Media](#), and [I.D.](#), [Print](#), and [Design News](#) magazines. He has authored several articles for national trade journals including [Contract Pharma](#), [Med Ad News](#), [Pharma Executive](#) and [Life Science Leader](#). He has taught at the Kenan-Flagler Business School at UNC-Chapel Hill and at the College of Design at NC State University.

*About Win Without Pitching*

[Win Without Pitching](#) is a consulting firm dedicated to changing the way creative services are bought and sold the world over, one ad agency, design firm and public relations practice at a time. [Blair Enns' The Win Without Pitching Way](#) is for professionals who believe there is a better way to build a design firm or advertising agency. Rooted in positioning the firm as the expert practitioner in the buy-sell relationship, the Win Without Pitching Way uses that positioning to leverage a change in the way the firm's services are bought and sold.

*About Forma*

Headquartered in Raleigh, NC, [Forma Life Science Marketing](#) is a leading marketing firm for the life science, biotech and medical device industries. Forma distills and communicates complex messages for sophisticated audiences through a breadth of strategic services, including positioning and message development, marketing communications and design, web development and interactive services, direct marketing, and print design.

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