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### **Research Triangle-based Thought-Leader Positions Differentiation and Content Marketing as Business Development Tools at ExL Pharma Summit**

*Raleigh, NC – July 15, 2012* – David Chapin, CEO and chief strategist of [Forma Life Science Marketing](http://FormaLifeScienceMarketing.com), will present as part of the [ExL Pharma's 4<sup>th</sup> Business Development Strategies for Clinical Trials Service Providers Summit](#) in Philadelphia, PA on July 17-19.

In his second appearance at the annual Summit, Chapin will talk about how pharma, biotech, medical device firms, and clinical service providers can use content marketing – including online video, social media, and white papers – as tools to attract and connect with customer prospects.

"In the life sciences, particularly among Contract Research Organizations – or CROs – poor differentiation is the cause of many common marketing ills. Once meaningful differentiation has been established, then content marketing is the perfect vehicle to drive your message out to your target audience," says Chapin. "The right content will attract prospects and result in a steady stream of inbound leads. I'm hopeful that participants can tailor whatever learnings they take from my discussion for their own success."

Forma is a leading marketing firm for life science, biotech and pharma companies. [Chapin](#) is a highly-regarded thought leader and frequent speaker at national, regional and local programs, conferences, and seminars focused on strategic marketing development. In April, he was among the panelists at the [Council for Entrepreneurial Development's CED CAFÉ](#) lunch-series program, "*Positioning and Pitching Your Business*." Last month, Chapin was a guest presenter at "*Closing with Case Studies*" with [Blair Enns](#), the founder of [Win Without Pitching](#) and a business development consultant to creative firms worldwide.

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 the professional association for design AIGA, and featured in publications such as the Harvard Business Review, ID magazine, Print magazine, Design News magazine and Medical Marketing and Media. 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.

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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