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Marty Fitzgerald Joins Forma Life Science Marketing as Director of Business Development

Raleigh, NC – July 20, 2012 – Marty Fitzgerald has joined [Forma Life Science Marketing](#) as Director of Business Development.

Fitzgerald has more than 20 years' professional experience in business development, marketing strategy and account management, and has spent most of that tenure serving the medical device, healthcare, biotech, and pharmaceutical industries. Most recently, he was Vice President, Business Development & Account Services for [Defiant Rx](#), a Richmond, VA-based healthcare advertising and branding agency he co-founded in 2003.

In addition to overseeing more than 100 product launches that generated tens of millions of dollars in sales growth and significant increases in market share for his clients, Fitzgerald grew Defiant Rx's own sales from \$1 to \$6 million in a three-year period. Prior to establishing the company, Fitzgerald spent 11 years at RxPO, which was then a division of Wyeth that functions as a full-service healthcare creative agency and specializes in design, trade shows, direct mail, and promotional items for all Wyeth companies.

"Marty has a keen understanding of life science-industry trends and key challenges, and that's critical to identifying and responding to our clients' greatest needs and opportunities with solid strategy and sound execution," said [David Chapin](#), CEO and Chief Strategist of Forma Life Science Marketing. "He has a solid track record in the marketplace and we're pleased to have him as a member of the Forma team."

Fitzgerald earned his Bachelor's degree in Marketing from [James Madison University](#) and has served as an Advisory Committee Member for many organizations, including the American Heart Association, the American College of Cardiology, the American College of Surgeons, the American College of Sports Medicine, and the American Lung Association.

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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