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**David Storey Joins Forma Life Science Marketing as Associate Creative Director**

*Raleigh, NC – March 3, 2014* – David Storey has joined Forma Life Science Marketing as Associate Creative Director.

Storey has 25 years' professional experience in corporate branding, strategic marketing, interaction and user interface design, and art direction. As his name suggests, he has expertise in brand-story development and frequently blogs on the subject.

Storey is versed in design and development in all aspects of touchpoint collateral, including websites, corporate identities and logos, brochures and printed materials, infographics. Before launching his own firm, Storeyville, in 2004, he was the Senior Art Director at what was then Forma Design for five years. In the late-1990s, he was Vice President and Creative Director for BB&T Corporation.

"David has the exceptional ability to translate a life science organization's unique value proposition into a brand-story that resonates with its audiences. That's a critical need in the biotech and pharma industries where differentiation is key and difficult to achieve," said David Chapin, CEO and Chief Strategist of Forma Life Science Marketing. "David is a talented and insightful strategist and designer, and we're glad to have him back as a member of the Forma team."

Storey studied Graphic Design at Winthrop University after completing his Bachelor's degree in Art and English at Wingate University.

Headquartered in Raleigh, NC, [Forma Life Science Marketing](http://FormaLifeScienceMarketing.com) 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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