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Todd Weeks Joins Forma Life Science Marketing as Director of Production

Raleigh, NC – June 13, 2014 – Todd Weeks has joined Forma Life Science Marketing as Director of Production.

Weeks has 20 years' professional experience in team and project management, workflow development and training, and quality control. With a background in visual communications, he is also versed in brand development and implementation, interactive and web marketing, direct marketing and graphic design.

In his current role, Weeks is driving Forma's operations and capabilities in marketing automation, along with overseeing workflow and project deliverables. Before launching his own firm, gypsyQuaker, in 2007, he was the Director of Production at what was then Forma Design for three years. In prior years, Weeks was Creative Manager for Tractor Supply Company in Nashville, TN and a Senior Production Specialist for both Vertis Communications (Nashville) and Dex One (Cary, NC). He began his career as a graphic designer for Sprint / RR Donnelley.

"Todd takes a no-holds-bar approach to project management and production. He regards every challenge as an opportunity and readily steps up to navigate a successful resolution," said David Chapin, CEO and Chief Strategist of Forma Life Science Marketing. "Todd is committed to establishing and enforcing work processes that drive efficiency, and we're glad to have him back as a member of the Forma team."

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.