

Forma Life Science Marketing CEO David Chapin and author talks it up in 2015

Author of [Making the Complex Compelling: Creating High-Performance Marketing in the Life Sciences](#) presenting at [Chiltern June 6](#), signing books at [BIO 2015 June 16](#)

Raleigh, NC – May 28, 2015 – Since releasing his first book last December, [David Chapin](#), CEO of [Forma Life Science Marketing](#) and author of [Making the Complex Compelling: Creating High-Performance Marketing in the Life Sciences](#), has held the stage at four programs since January and is gearing up for two more events in the next two weeks.

The Scientific Mindset is Not Enough: Communicating the value of clinical trials to patients and the public

[Chiltern Innovation Symposium](#) – Cary, NC (near Research Triangle Park)

[Chiltern](#) – 4000 CentreGreen Way, Suite 300, Cary NC

Thursday, June 4

As part of Chiltern's hosting of the [PharmaTimes Clinical Research of the Year](#) finals, the CRO welcomes Chapin and three other leading thinkers to talk about innovation, technology and communication in clinical research.

Book Signing! Meet the Author!

[2015 BIO International Convention](#) – Philadelphia, PA

BIO Store, Hall C Foyer, Level 2

1-2:30pm – Tuesday, June 16

Chapin will sign books for purchase at the #BIO2015 Store.

[Chapin](#) is the author of [Making the Complex Compelling: Creating High-Performance Marketing in the Life Sciences](#), which empowers life science investors, researchers, and business development and sales executives to better engage their audiences and increase sales and margins. The book introduces readers to a clear, step-by-step process that helps organizations define their unique value, establish a strategic position, and clearly articulate the benefits of their product or service. When this position is effectively and consistently translated across all of an organization's marketing, sales and PR touch points, it becomes the foundation for compelling differentiation and increased audience engagement.

A scientist himself, Chapin compares the world-views of scientists and marketers, who typically take very different approaches to communication. Key chapters in [Making the Complex Compelling](#) explore the myth of marketing immunity, how marketing works (through models called the Marketing Mechanism of Action and Ladder of Lead Generation), misalignment of sales and marketing, content marketing, and the use of archetypes to enhance a brand story. The book was released in December by Rockbench Publishing and is available for [purchase on Amazon](#).

About David Chapin and Forma Life Science Marketing

David Chapin is the co-founder of [Forma Life Science Marketing](#), a leading marketing firm for the life science, biotech, pharma, and medical device industries, headquartered in Raleigh, NC. Since Forma's founding in 1989, Chapin has specialized in providing strategic and tactical marketing expertise in the pre-clinical and clinical research, drug development, medical device and life science sectors. He has a keen understanding of scientific and medical concepts and a proven ability to translate them in ways that improve sales and marketing alignment and that can be applied to communications of all types, including lead generation campaigns, content marketing and other thought leadership initiatives, websites, videos, brochures, and more.

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