

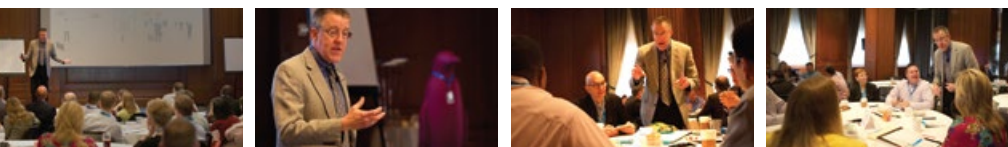
*"We were lucky to have David Chapin present at Canada Talks Pharma 2016. David is a subject matter expert; he knows his stuff. But more than that, he knows how to engage an audience with entertaining, useful content. His presentation was extremely well received."*

–Vatché Bartekian, Conference Organizer: Canada Talks Pharma



## David Chapin, MPD

CEO, Forma Life Science Marketing

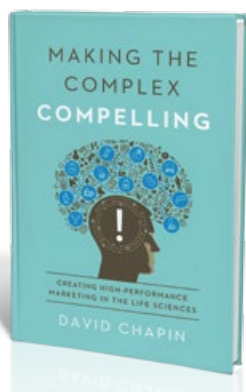


For nearly 30 years, David has provided strategic and tactical sales and marketing expertise in the pre-clinical and clinical research, drug development, medical device and life science sectors. He has a keen understanding of scientific and medical concepts and a proven ability to translate them in ways that improve sales and marketing performance.

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### **Author of the definitive book on marketing in the life sciences**

In this comprehensive overview, David shares his insights on the buying process and provides step-by-step guidance for creating strategic, high-performance sales and marketing campaigns.



# David Chapin, MPD

Speaker, Lecturer, Workshop Leader

**David presents to diverse audiences — from C-Suite executives and researchers to directors and managers — about the challenges of marketing, sales and leadership in the life sciences. Topics include:**

**Sales Training and Enablement** — Increase your team's performance with customized training: expert questioning, objections, negotiations, closing, etc.

**Archetypes** — Get up to speed on this new and very effective tool for defining your brand strategy and marketing touchpoints to increase sales and margins.

**Engagement, Alignment and Retention of Employees** — Learn how to enhance employees' commitment by empowering them to own your brand.

**Misalignment Between Sales and Marketing** — Sales and marketing that aren't in sync hamper performance; find out how to fix this widespread problem.

**Content Marketing** — Discover the importance of generating engaging content, and developing a strategy designed to nurture your audiences.

**Communicating Technical Information Effectively** — Can the scientific worldview get in the way of compelling engagement? We'll examine the data.

**Positioning and Differentiating** — Become familiar with the roadmap for reaching a unique corporate position — the foundation for successful sales and marketing.

**Mergers and Acquisitions** — When organizations come together, brands can collide. Learn how to create a practical, effective path toward unity.

**Creating High-Performance Sales and Marketing** — Discover the key elements of the buying process, and learn how to drive sales and marketing success.

**Inbound Marketing** — Explore the five essential components which, once mastered, will propel your efforts to generate maximum results.

## RECENT SPEAKING ENGAGEMENTS

Canada Talks Pharma

ACRP US & Canada

Business / Innovation / Growth Council,  
Charlotte, NC

Charlottesville Business Innovation Council

MAGI East 2015 Clinical Research Conference

North Carolina Center of Innovation

South Carolina Arts Commission

Virginia Bio

North Carolina State University  
College of Design

Kenan-Flagler Business School,  
University of North Carolina at Chapel Hill

## RECOGNITION

*Named Best Life Science  
Consultant, Triangle Business  
Journal 2013*

*Published in Life Science Leader,  
Impact, PharmaExec and  
MedAd News*

*Named inventor on more than  
40 medical device and instrumen-  
tation patents in the U.S. and  
ex-US*

*Featured in the Harvard Business  
Review, ID magazine, Print  
magazine, Design News magazine  
and Medical Marketing and Media*

## AUTHOR

*Making the Complex Compelling  
(Rockbench Publishing)*

f o r m a

Forma is a leading strategic marketing firm specializing in marketing for companies in the life sciences. We've been turning complex scientific stories into compelling marketing for almost 30 years.

To learn more, visit us at [FormaLifeScienceMarketing.com](http://FormaLifeScienceMarketing.com)