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Carrie Crowe Joins Forma Life Science Marketing as Director of Client Services

Raleigh, NC – March 27, 2014 – Carrie Crowe has joined Forma Life Science Marketing as Director of Client Services.

Crowe has 15 years' professional experience in sales and marketing, geographic research and market analysis, account management, needs assessment, process improvements and cost reduction -- with most of her tenure serving organizations in the pharmaceutical, research and medical industries.

Crowe has held roles in sales and account management for the start-up diagnostic company Triune Laboratory, Millennium Laboratory, Mercy Diagnostics (upon Millennium's acquisition), and the pharmaceutical research firm of Burke, Inc., where she consistently surpassed expectations for sales, prospect outreach and cost reductions.

In addition to her role as an account manager for some of Forma's largest clients, Crowe is building upon her expertise in research by exploring methodology alternatives and interpretation of outcomes. As the Senior Research and Competitive Intelligence Manager for The Catevo Group, she led a \$500,000 research division with responsibility for developing research methodologies and survey documents, data collection and analysis, and reporting for accounts that included PPD and Blue Cross Blue Shield.

"Carrie is an outgoing and analytically minded professional with a proven track record of driving sales and revenues and adept management of major accounts," said David Chapin, CEO and Chief Strategist of Forma Life Science Marketing. "Her skills and energy quickly instill trust and reliance with new clients and she's a tremendous asset to the Forma team."

Crowe earned her Bachelor's degree in Marketing from the State University of New York at Plattsburgh and completed training in Sales Performance International Solution Selling.

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.