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**NC COIN kicks off 2015 calendar of events with
Forma Life Science Marketing CEO and author David Chapin**

Making the Complex Compelling: Creating High-Performance Marketing in the Life Sciences author to share his industry insights January 28

Raleigh, NC – January 5, 2015 - David Chapin, author and CEO of [Forma Life Science Marketing](http://FormaLifeScienceMarketing.com), will present [“Learn How to Improve Your Life Science Marketing”](#) at an event hosted by [North Carolina Center of Innovation Network](#) (NC COIN) at the [North Carolina Biotechnology Center](#) January 28 from 4-6pm.

[Chapin](#) is the author of [Making the Complex Compelling: Creating High-Performance Marketing in the Life Sciences](#), designed to enable 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 applies his nearly 30 years of expertise to compare the world-views of scientists and marketers, who typically take very different approaches to communication. Key chapters cover 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, marketing ROI, content marketing, and the use of archetypes to enhance a brand story - all to demonstrate how effective marketing can change even the most skeptical attitudes, beliefs and behaviors.

[Making the Complex Compelling](#) was released last month 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.

About North Carolina Center of Innovation Network

The [North Carolina Center of Innovation Network](#) (NC COIN) is a Virtual Center of Innovation for businesses, researchers, entrepreneurs, students and institutions. Established in 2009 by the State and North Carolina Biotechnology Center, NC COIN is a resource hub for its constituents and members and hosts open forums, seminars and conversations to promote economic development through innovation and commercialization – specifically in the biotechnology, agriculture, life sciences, nanobiotechnology and nanomedicine sectors.

About North Carolina Biotechnology Center

The [North Carolina Biotechnology Center](#) is a private, non-profit corporation funded by the NC General Assembly to strengthen biotechnology research, business and education statewide. The Center is not a site for laboratory research; it works to support job creation in the biotechnology industry. The Center is located at [15 T W Alexander Drive in Durham, NC 27703](#).

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