

## **Richard L. Davis**

**President and CEO, Arbor Scientia  
Carlsbad, CA**

Richard L. Davis is president and CEO of the Arbor Scientia Group, a global medical communications company headquartered in Carlsbad, California. He is also an author, speaker, consultant and executive coach.

His experience with the pharmaceutical industry spans over 15 years, including speaker coaching, instructional design of award winning live programs, and use of educational technology such as audience response keypads, interactive distance learning and certification programs. His pharmaceutical client list includes AstraZeneca, Bristol-Myers Squibb, Celgene, Cephalon, Eli Lilly, Johnson & Johnson, Janssen, Ortho-McNeil, Lundbeck, Organon, Pfizer, Novartis, Schering-Plough, Sevier, Sunovion, Takeda, Teva and Wyeth among others.

Mr. Davis has developed a number of innovative education programs at Arbor Scientia, including “train-the-trainer” meetings organized as “speaker’s boot camps” with intensive instruction by a team of speaker coaches, and highly sought-after programs on principles of adult education, the role of personality profiles in audience psychology and speaker effectiveness, and teaching how to teach. He is a member of the American Society of Training and Development.

As the result of his work in the fields of education design, medical education, speaker coaching and medical faculty development, he has coauthored numerous articles in the medical literature on many educational topics, including outcomes analyses, speaker presentation skills, and how to design medical presentations. His work has most recently been published by Cambridge University Press as a book which he coauthored with Stephen Stahl, *Best Practices in Medical Teaching*.

Lectures, courses and coaching sessions based upon his work and publications have taken him to dozens of countries on five continents to speak to thousands of physicians and medical professionals. Mr. Davis has been a featured speaker on the topic of instructional design at the CIMP Biennial meeting, and is also a highly sought after executive coach, providing dozens of speakers and top executives and medical professionals in multiple therapeutic areas with personal executive coaching including consultations on presentation skills and the role of personality in various types of communication.

His educational programs have been cited by the San Diego Branch of the American Psychiatric Association for excellence in medical education and by the CIMP (International College of Neuropsychopharmacology) for post-graduate education in neurology and psychiatry. His programs have been designated by the Accreditation Council for Continuing Medical Education (ACCME) for its highest designation, namely accreditation with commendation, for the Neuroscience Education Institute, where Mr. Davis consulted and worked prior to joining Arbor Scientia.

Prior to his current role as founding president of Arbor Scientia, Mr. Davis specialized in management leadership, culture change, communications, team building, and product launches for numerous industries as an independent consultant. His client list outside of the pharmaceutical industry includes Acura, BMW, Chevron Oil, Ford Motor, Honda, Lexus, Mercedes Benz, Office Depot, and Toyota. He was also the host of a series of television broadcasts seen in the U.S. and Canada dealing with customer satisfaction and negotiation.