



distinctions

## New Product and Innovation Process

### Client Profile

A global pharmaceutical and consumer goods company with an outside sales force, internal researchers and developers, and organizational structure designed by distinct brand management. In order to meet demands, the process for developing and launching new products was challenged by projected competitive growth in market share. Distinctions, Incorporated was retained to conduct an operational analysis of the new product development process and recommend and implement a strategy to position the organization for growth.

### Challenge

Historical processes for developing new products were geared towards researchers, developers and engineers. The sales force and marketing departments had little to no input, yet they were the closest to the customer. There was general animosity among the two groups who did not work well together.

### Solution

Organizational assessment was conducted through employee surveys, interviews and focus groups to identify and map existing product development and launch processes. Cross functional teams were established from various internal departments including marketing and sales, research and development, engineers, management and administration. Specific metrics of the processes were compiled and the cross-functional teams became aligned and generated specific team projects to create new processes and to impact the metrics. A new training and leadership program was also designed and delivered to drive organizational creativity and innovation.

### Result

The initiative sparked several new projects that captured a 5% increase in market share and fulfilled at least 7 additional projects resulting in 22% cost savings.