



**Biotech Bridge Media**  
Bridging the Gap Through Effective Content

## BRIDGING SILOS: A STEP-BY-STEP GUIDE FOR MANAGING CROSS-FUNCTIONAL TEAMS IN LIFE SCIENCE

**Abstract:** Managing interdisciplinary teams across R&D, manufacturing, regulatory, and marketing is a complex challenge for product managers in the life sciences sector. This article provides a structured workflow to address team misalignment, ensure smooth communication, and synchronize timelines. Key strategies include developing a unified product vision, creating collaborative roadmaps, implementing regular check-ins, and aligning regulatory compliance with product goals. Tools like Jira, Slack, and Power BI, along with practical tips to avoid common pitfalls, empower teams to mitigate risks and drive successful product launches.

Krishnan Allampallam  
[krishnan@biotechbridgemedia.com](mailto:krishnan@biotechbridgemedia.com)

# Managing Cross-Functional Teams in Life Science

Managing cross-functional teams in the life sciences industry requires structured workflows to ensure smooth communication and alignment. Below is a **step-by-step approach** to tackle the challenge of team misalignment, minimize risks, and enhance collaboration across departments.

## Bridging Silos Step-by-Step

Establish a Unified  
Product Vision & Aligned  
Objectives



Develop a Collaborative  
Product Roadmap with  
Dependencies



Implement Regular Cross-  
Functional Check-Ins



Develop Communication  
and Documentation  
Standards



Align Product  
Development with  
Regulatory Requirements



Create a Framework for  
Continuous Improvement  
& Post-Market Feedback

### Step 1: Establish a Unified Product Vision and Aligned Objectives

**Objective:** Ensure that all teams understand and align with the product's strategic goals from the start.

#### Action:

- Organize a **Product Kickoff Workshop** involving all key stakeholders (R&D, manufacturing, regulatory, and marketing).
- Develop a **Product Charter Document** detailing:
  - Product purpose and market needs.
  - Key timelines and deliverables for each department.
  - Success metrics (scientific, regulatory, and commercial).

#### Tools:

- Product brief template to capture the product concept and align technical and market perspectives.
- Use collaborative platforms (e.g., **Miro** or **Confluence**) to document the charter and allow updates in real time.

#### Potential Pitfalls to Avoid:

- Failing to communicate long-term market strategy during the early stages can lead to products with limited market relevance.
- Misinterpretation of product requirements due to inconsistent communication between teams.

### Step 2: Develop a Collaborative Product Roadmap with Dependencies

**Objective:** Synchronize departmental timelines and visualize cross-team dependencies.

#### Action:

- Use **road mapping tools** (e.g., **Trello**, **Jira Advanced Roadmaps**) to create a visual product roadmap.
- Define key phases (e.g., feasibility, development, validation, production, marketing) and assign **deliverables** to each team.

- Highlight interdependencies between teams (e.g., marketing input needed for early R&D decisions or regulatory approval needed before manufacturing).

**Tools:**

- Gantt charts or roadmap software for real-time visualization.
- **Slack channels** or **Microsoft Teams groups** to facilitate asynchronous communication on specific deliverables.

**Potential Pitfalls to Avoid:**

- Ignoring regulatory timelines, which can delay manufacturing and launch.
- Overlooking marketing's early input, leading to product-market misalignment.

### **Step 3: Implement Regular Cross-Functional Check-Ins**

**Objective:** Prevent delays and ensure alignment by creating a continuous feedback loop among departments.

**Action:**

- Schedule **bi-weekly cross-functional meetings** to review milestones, dependencies, and risks.
- Use **dashboards** to monitor key performance indicators (KPIs) and deliverable statuses (e.g., clinical trials, manufacturing readiness, marketing campaigns).
- Assign a **product owner** or **project manager** responsible for tracking cross-team progress and identifying bottlenecks early.

**Tools:**

- Use project management software (e.g., **Monday.com** or **Asana**) to automate task tracking and generate status reports.
- Implement shared dashboards on **Power BI** or **Tableau** to visualize real-time progress.

**Potential Pitfalls to Avoid:**

- Skipping meetings during critical phases, leading to miscommunication.
- Allowing one department to dominate discussions, which can cause disengagement from others.

### **Step 4: Develop Communication and Documentation Standards**

**Objective:** Ensure seamless communication and transparency across all teams.

**Action:**

- Create **standardized templates** for communication (e.g., meeting notes, decision logs, and product updates).
- Use a **document-sharing platform** (e.g., **SharePoint** or **Google Drive**) with version control to ensure all teams access the latest information.

- Define escalation protocols to resolve cross-team conflicts efficiently.

**Tools:**

- Automated email summaries using **Microsoft Teams** or **Slack integrations**.
- Task management with **Jira tickets** to formalize and assign follow-up actions from meetings.

**Potential Pitfalls to Avoid:**

- Overloading teams with unnecessary information, leading to confusion.
- Relying solely on email, which can result in communication silos.

## **Step 5: Align Product Development with Regulatory Requirements**

**Objective:** Ensure regulatory compliance without compromising product timelines.

**Action:**

- Assign a **regulatory liaison** to be embedded within the product development team, ensuring early alignment with regulatory expectations.
- Conduct **pre-submission meetings** with regulatory agencies (e.g., FDA) to de-risk the development process.
- Develop contingency plans to address potential regulatory delays.

**Tools:**

- Use regulatory compliance software (e.g., **Greenlight Guru** or **Master Control**) to track submission timelines and compliance status.
- Integrate regulatory deliverables into the overall product roadmap to monitor their impact on downstream activities.

**Potential Pitfalls to Avoid:**

- Assuming regulatory submissions will proceed without delays.
- Waiting until late-stage development to engage regulatory teams.

## **Step 6: Create a Framework for Continuous Improvement and Post-Market Feedback**

**Objective:** Drive continuous improvement based on product performance and market feedback.

**Action:**

- Collect post-launch feedback from customers and stakeholders to refine future product iterations.
- Implement a **corrective and preventive action (CAPA)** process to address post-market issues and enhance product quality.
- Schedule **quarterly retrospective meetings** with all teams to identify areas for improvement.

**Tools:**

- Customer relationship management (CRM) systems (e.g., **Salesforce**) to gather market feedback.
- CAPA tracking software is integrated with the product roadmap to monitor product improvements.

**Potential Pitfalls to Avoid:**

- Ignoring customer feedback due to operational pressures.
- Failing to capture learnings from previous projects, leading to repeated mistakes.

In summary, managing interdisciplinary teams across R&D, manufacturing, regulatory, and marketing require structured workflows, clear communication, and aligned objectives to prevent misalignment and delays. By leveraging collaborative tools, establishing regular check-ins, and integrating regulatory considerations early, product managers can streamline operations and mitigate risks. This approach ensures that products meet both technical and market needs, leading to successful launches and continuous improvement in the competitive life sciences landscape.

**Summary of Tools & Methods for Cross-Functional Collaboration**

Step	Tools/Methods
Establish a Unified Product Vision and Aligned Objectives	Miro, Confluence, Product Brief Templates
Developing a Collaborative Product Roadmap with Dependencies	Jira, Trello, Gantt Charts, Slack for team communication
Implement Regular Cross-Functional Check-Ins	Monday.com, Power BI, Tableau, Automated Dashboards
Develop Communication and Documentation Standards	SharePoint, Google Drive, Slack Integrations for documentation
Align Product Development with Regulatory Requirements	Greenlight Guru, MasterControl, Roadmap with regulatory milestones
Create a Framework for Continuous Improvement and Post-Market Feedback	Salesforce, CAPA tracking systems, CRM tools

### **Our Team at Biotech Bridge Media**

Biotech Bridge Media offers a **comprehensive service package** by integrating business consulting, regulatory, and quality management expertise. In collaboration with **Dr. Srilekha Deka (Script Molecular)** and **Dr. Jaspreet Seth, QuRA Solutions**, we provide end-to-end solutions, including new product development, regulatory compliance, quality management, and market strategy. Whether you're navigating FDA regulations, implementing ISO standards, or launching a new diagnostic assay, our combined team ensures seamless integration of business, regulatory, and quality frameworks.

**Krishnan Allampallam, PhD, MBA**, Founder/Owner Biotech Bridge Media,

I started BBM with the goal of helping very busy leaders with ad-hoc small projects they want to do but don't have the resources nor do they have the time to coach a new member. With 25+ years of experience in the biotech industry with a strong technical and business background, I can start on day one running. I can help with the following strategic product management, market research in biotechnology, pharma market space, content development for multi-channel digital marketing branding, product launch planning and execution, sale enablement, sales collaterals, training, technical training

Take a quick look at our Quick Guides Collection <https://biotechbridgemedia.com/quick-guides-download>

**Srileka Deka, MD, PhD**, Chief Scientific Officer at Script Molecular, Regulatory Consultant

Srileka, an experienced healthcare executive and a highly skilled scientist with two decades of experience in the biotechnology and molecular device industry. Having worked with small start-ups as well as large companies like Roche, Srilekha has multiple successful submissions to FDA [510(k)] and other regulatory agencies. She led the teams through successful ISO13485 certification and rapid launch of RUO assays. With a rich background of clinical medicine and scientific research, she is enthusiastic about leveraging her knowledge for advancement of diagnostics for improved treatment and disease outcomes in patients.

**Jaspreet Seth, PhD**, President, QuRA Solutions, QMS Consultant

Jaspreet, a dynamic professional with proven experience (20 yrs) in Quality Systems Regulations, Clinical Research Compliance, College of American Pathologists (CAP) accreditation, Good Clinical Laboratory Practices (GCLP), Quality Assurance, Quality Control, assay and process validations, and customer support experience.

Call us for a 30-minute consultancy at (773) 456 2126 or email to [krishnan@biotechbridgemedia.com](mailto:krishnan@biotechbridgemedia.com)