

# Groove Virtual Office



From Data to Intelligence™  
*D2i Solutions Ltd.*

## **Marion Weinreb & Associates, Inc.**

### **Company Background**

Marion Weinreb & Associates, Inc. (MWA) provides consulting services from product development through commercialization for the biotech, pharmaceutical and medical device industries. Incorporated in Mill Valley, CA, MWA is a virtual company with two full-time employees in California and Maryland, and more than 130 independent contract consultants scattered around the world. MWA's consultants counsel a range of clients, from small start-ups to international corporations such as Guidant Corporation, Boston Scientific, Inc. and Johnson & Johnson, on all aspects of Federal Drug Administration (FDA) requirements, as well as manufacturing, regulatory and GXP compliance.

### **Business Challenge**

Managing a virtual consulting business involving a small number of outside consultants can be challenging. But when revenues skyrocket and hundreds of consultants are brought on board, workload and coordination challenges grow commensurately. That's been the case for MWA. While the economy fell into a deep recession in 2000, MWA flourished in the health care sector. The firm has seen a significant increase in revenue during the past four years, resulting in the addition of 100 new consultants. With a much larger, even more virtual organization, the old ways of communicating and coordinating began to break down.

"There was just so much going on that it became very difficult to communicate strictly over the phone," says Michele Jasper, director of operations for MWA. "In bigger organizations, one person may be responsible for a project with as few as five people. At MWA, we need to be able to manage many diverse projects across the globe while juggling all of the other day-to-day challenges of operating a business. It is

MWA's projects are also enormously varied. Consultants assist clients in all stages of product development and commercialization process. On any given day, Jasper may be managing an internal consultant working in laboratories, handling regulatory obstacles, advising on manufacturing process, or even determining if the design specifications for a product are consistent with FDA requirements.

Because her many roles include project management, new business development, proposal writer, Jasper needed a solution that would allow her, founder and an internal consultant to organize information, direct their worldwide operations and ensure that they are working with the same information in real-time.

"We relied on email and had expectations that each person would make their own documents," she says. "We didn't have one repository of real-time data. We had all kinds of files on everyone's hard drive in different versions. That was the same kind of shared platform."

"In bigger organizations, one person may be responsible for managing a single project with as few as five people. At MWA, we need to be able to manage many diverse projects across the globe while juggling all of the other day-to-day challenges of operating a business. It is a colossal task."

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