BOBI awards
best of business intelligence

Best Newcomer

"MSD is delighted to host and sponsor the 2023 BOBI 'Best Newcomer' Competition and Award. For more than 125 years, MSD has been inventing for life, bringing medicines and vaccines for many of the world's most challenging diseases. MSD are deeply committed to fostering an inclusive environment that embraces different perspectives and so are proud to help others who have begun their journey within the biopharmaceuticals industry."

Sponsored and hosted by:

MSD

Awarded to the newcomer (up to 3 years' experience in business intelligence) who performs best in a series of individual challenges at a competition day

About the Best Newcomer Competition Day

We were delighted to hold another successful Best Newcomer competition, welcoming entrants to sponsor and host MSD's offices in Moorgate, London, on Friday 19th May.

The Best Newcomer competition is open to individuals with less than three years' experience in business intelligence.

During a series of individual challenges designed around a fictitious product launch, newcomers from across the spectrum of business intelligence demonstrate their broad skills and overall understanding of the healthcare environment.

The event is designed to encourage entrants to excel and to bring out the best in all participants, regardless of their background. It is a learning and development opportunity as well as a competition.

Once again, this year's competition saw a strong field of entrants take part and the day was summed up as enjoyable and challenging in equal measure. Once the competition was over, entrants, judges and organisers enjoyed the opportunity to relax and reflect on the day during a drinks reception hosted by MSD.

The BHBIA are hugely grateful to the Best Newcomer Organising Team, who put in many hours of hard work to plan all the exercises and to create networking opportunities between entrants and senior members of the business insights community.

We also thank all the judges who gave their time and expertise on the day and all the entrants for participating with such enthusiasm.

Entrants take a break – at MSD's offices in Moorgate

Finalists

Francesca Smith
Adelphi Research

Rachel Hiley
Adelphi Research

Georgia Culley
Basis Health

Jessica Finney
Branding Science

Emma Pulman
Bryter

Zoe Neal
Cerner Enviza

Yashvi Patle
CM Research Ltd

Amy Knapman
Fishawack Health

Teodora Pascu
M3 (EU) Ltd

Issy Parry
Strategic North Ltd

Emma Brooks
Strategic North Ltd

Lily Larsen
Wilmington Healthcare Ltd