Best Newcomer

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

"We are honoured to sponsor and host the Best Newcomer award as it perfectly aligns with our Ipsos values. We firmly believe in supporting talented individuals who bring fresh perspectives and ideas to the industry. This award allows us to recognise and celebrate the outstanding achievements of those new to the industry, fostering a culture of innovation and growth. We are proud to be part of this initiative and contribute to the success of these exceptional newcomers."

Sponsored/hosted by

Ipsos

Finalists:

About the Best Newcomer Competition Day

Some of our industry's brightest emerging talent gathered on 26 April 2024 for the BOBI Best Newcomer competition, sponsored and hosted by Ipsos.

The competition embraces the ambition and skills of business insights professionals with less than three years' experience, aiming to bring out the best in participants, regardless of their industry experience. Participants tackle a series of individual challenges to support a fictitious product launch, demonstrating their understanding of the healthcare world in the process.

Once again, this year's competition attracted an impressive field of entrants from pharma companies and agencies, who lined up for an enjoyable but challenging day.

More than just a competition, the day provides a valuable opportunity for personal development and networking with other participants and industry leaders. This year, we introduced a new element with guest speaker Hannah Mann from Day One Strategy sharing her wisdom on AI Frontiers: Market Research for the Next Wave of Innovators.

As the day drew to a close, participants, judges and organisers gathered for a well-deserved celebration at a drinks reception generously hosted by Ipsos.

The BHBIA is grateful to Ipsos for helping to make the event a success and the Best Newcomer Organising Team, whose meticulous planning created an enjoyable and enriching experience for all involved. We thank the panel of judges who contributed their time and expertise on the day and all the entrants for participating so enthusiastically.

Finalists:
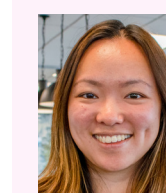
Alice Carden
Adelphi Research

Rachael Eddleston
Adelphi Research

Anya Malhi
Basis Health

Katie Finch
Boehringer Ingelheim

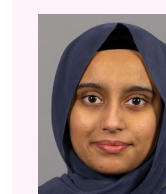**Francesca Gan**
CREATION.co

Pietro Stefanello
Hall & Partners

Dana Al-Juburi
Healthcare Research Worldwide

Julia Tarter
Healthcare Research Worldwide

Flora Ullah
Ipsos

Lucy Fitzgibbon
M3 Global Research

Daniel Hunt
Oracle Life Sciences

Ollie Millman
Prescient Healthcare Group

Louiesa Harbord
Purdie Pascoe

Ikram Triki
Takeda UK

Max Gregory
Wickenstones