



best of business intelligence

Best Newcomer

About the Best Newcomer Competition Day

The objectives of the competition are:

- Provide newcomers* with a developmental opportunity
- Identify the best newcomers in business intelligence

*no more than 3 years in a business intelligence role

The competition provides a level playing field – newcomers from across a range of roles, including market research, commercial analytics and fieldwork, will all be able to compete on a fair basis, and there is no influence of level of exposure within the industry – it’s all down to the individual and how they perform.

The day is developed around a fictitious therapy area and organisation; with a series of tasks based on a product launch scenario, which allows entrants to:

- Demonstrate ability to think on their feet and work with others through a series of tasks
- Complete tasks broad enough to demonstrate core competencies – without the requirement for in-depth knowledge of a particular technique
- Learn, Develop and have FUN!



Best Newcomer finalists assemble at our new venue – Fieldwork International in Central London, ready to begin the day’s challenges



Best Newcomer finalists, organisers, hosts and judges

Finalists:

Rob Banyard	THE PLANNING SHOP	Andy Mills	Adelphi Research UK
Claudia Bayne	Hall & Partners	Kristina Ogneva	C Space Health
James Bell	Ipsos MORI	Kristina Pilipaviciene	SERMO Vilnius
Alice Grimmette	Synergy Healthcare Research Ltd	Claudia Rouse	Janssen
Faye Holmes	HRW	Giada Soprani	Roche Products Ltd
Rachael Hooper	Ipsos MORI	Anna Tapon	Kantar Health
Zeynep Kasap	Kantar Millward Brown	Raam Uthayanan	Teva UK
Katy McCalister	Synergy Healthcare Research Ltd	Freddy Wiehe	Kantar Health
		Jeffrey Wilkinson	MSD
		Rory Williams	Hall & Partners

“Sanofi is delighted to sponsor the 2017 ‘Best Newcomer’ award, this award identifies and celebrates the most versatile and highly talented newcomer in our industry today. This closely aligns with our organisational priorities of investing in talent to ensure that business intelligence excellence is at the heart of our business.”

Sponsored by



Hosted by

