

best of business intelligence

About the 'BOBI Challenge' Competition Day

The 2017 BOBI Challenge 'Risky Business' took place on 30th March at MSD's offices in Hoddesdon. Three teams of business intelligence professionals, with experience across market research and analytics, competed to be the Best Of Business Intelligence!

Once again this year, the teams were put together on the day itself and had to quickly form an effective operating team, often with people they had never previously met, to master the challenges that were put in front of them.

Delegates were taken forward to the year 2020 where they were tasked with guiding a hypothetical organisation, 'Grove Advanced Diagnostics', through the decision-making process to develop and successfully launch an innovative new continuous monitoring technology.

There were 3 stages to the Challenge:

- **Technology** – the teams needed to evaluate options for developing a companion measuring device, and present their proposals to the Board.
- **Disease area** – the team had to decide which disease area to focus their activities on, to deliver the best return on investment for the Company.
- **The Great Debate** – the final phase was a debate style challenge, where teams had to build a case, develop a presentation and debate in front of the judges and their competitors.

To support their decisions at each stage, the teams were provided with background information and reports, and had the opportunity to interview a range of 'experts' to help them build the case for their recommendations.

BOBI Challenge teams, organisers, hosts and judges



Team 1 – "Measure Fit"



Yosh Cook	QuintilesIMS
Emma Homes	Hayward Medical Communications
Aaron Johnson	QuintilesIMS
Audrey Lugris-Turner	Sanofi
Kristina Ogneva	C Space Health
Jessica Santos	Kantar Health

Team 2 – "Disruptors"



Kirsty Arbuckle	C Space Health
Rebecca Miller	C Space Health
Ellen Murphy	Cogora
Chris Reynolds	Teva UK
Kate Roche	Datamonitor Healthcare

Team 3 – "Fitbit"



Sarah Beeston	MSD
Jason Bryant	Petal Consulting
Ines Guerra	Datamonitor Healthcare
Kirsty Haves	Hayward Medical Communications
Zeynep Kasap	Kantar Millward Brown
Chloe Lok	Branding Science

"MSD is delighted to sponsor the 'BOBI Challenge'. MSD is committed to driving innovation, integrity and excellence in market research and business Intelligence. The BOBI Challenge recognises those individuals that have both the skills, behaviours and knowledge needed to be successful business intelligence professional at all levels."

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