

Best Newcomer



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Winner

Katy McCalister, Synergy Healthcare Research Ltd

Katy achieved the highest overall score in a very closely fought competition. She impressed the judges with her clear thinking, good grasp of the important issues and well structured-answers.



Comments from the judges included:

"Katy has an **engaging and animated** style of presenting. She has a good grasp of the business issues and developed relevant ideas to address them."

"Katy applied the depth of her knowledge and thinking by building on her initial ideas in a **creative and relevant** way that **went beyond the brief.**"

"Demonstrated **good interaction with the client** teams throughout."

Runners-Up



2nd place: Faye Holmes, HRW



3rd place: Claudia Bayne, Hall & Partners