



best of business intelligence

# Best Newcomer

Awarded to the newcomer who performs best in a series of individual challenges based around a fictitious, but realistic case-study scenario.

## About the Best Newcomer Competition Day

The objectives of the competition are:

- Provide a developmental opportunity for those with no more than three years' experience in a business intelligence role
- Identify the best newcomers in business intelligence

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.



Best Newcomer finalists

This year's newcomer day took place on 29th March at the Kantar Group offices in London. We thank Kantar for their support in hosting the event.

The BHBI are hugely grateful to the organising team, who put in many hours of hard work to ensure that this event was a success, as well as the judges who gave their time and expertise on the day.

### Finalists:

<b>Oliver Albrecht</b>	Kudos Research	<b>Poonam Mandalia</b>	MSD
<b>Tessa Brayford</b>	Incite	<b>Aikaterini Mandaltsi</b>	BluePrint Research Group
<b>Patrick Dalton</b>	Synergy Healthcare Research	<b>Vincent Petit</b>	Sanofi
<b>Sean Dougherty</b>	Blueprint Partnership	<b>Rawaa Shami</b>	THE PLANNING SHOP
<b>Vincent Huart</b>	HRW	<b>Yasmin Talsi</b>	Branding Science
<b>Katharina Krasser</b>	Ipsos	<b>Ben Walker</b>	Adelphi Research
<b>Melissa Levy</b>	Ipsos		

**"Sanofi is delighted to sponsor the 2019 'Best Newcomer' award; this award identifies and celebrates the most versatile and highly talented newcomer in our industry today. This closely aligns with one of our company priorities of investing in talent and capability to ensure that excellence in business intelligence continues to be at the heart of our business."**

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