



# Best Newcomer

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Meeting the talented newcomers to our industry always instils a positive feeling, and the 2019 Best Newcomer event was no exception. We often find that the results are close, and this year they were incredibly close, with many very strong performances. Particular congratulations go to our winner and runner-up, but we would like to commend all the entrants. Without exception, they demonstrated that our industry's future is bright!



Newcomer entrants and judges, still smiling at the end of a long day

## Winner:



### Katharina Krasser, Ipsos

Katharina (Kathy) was praised by the judges for her engaging and confident style. She showed a strong understanding of the issues and identified knowledge gaps and challenges. She presented well thought-out answers that clearly addressed client needs.

## Runner-up:



### Tessa Brayford, Incite

Tessa presented very clear, detailed answers that showed a good understanding of marketing and market access considerations in addition to market research requirements. She communicated clearly and handled questions with confidence.