



# The 'BOBI Challenge'

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## Winning Team:

### Blue Team

<b>George Duo Wang</b>	PAREXEL International
<b>Jon Mosley</b>	Teva UK Ltd
<b>Rachel Pughe</b>	Adelphi Research
<b>Rachel Sandford</b>	Ipsos
<b>Charlotte Sugden Heron</b>	Synergy Healthcare Research

### The Judges said:

"The winning team **worked cohesively together**, whilst capitalising on the strengths of each individual. They **made excellent use of the data** that was made available and this **helped them to present confident recommendations which impressed the judges.**"

### Overall comments from the judges:

"The judges were impressed with both teams' ability to stay calm under pressure and tackle a complex brief, in an area that was unfamiliar to most of the participants. Both teams used the different skills within the group effectively and presented their recommendations engagingly."

