Best Newcomer

![BOBI awards - best of business intelligence]

"Boehringer Ingelheim is proud to be sponsoring the award for 'Best Newcomer' at the 2020 BOBI Awards. Boehringer Ingelheim is a family-owned, purpose-led, innovation-driven company, dedicated to improving health for people and animals. We are powered by our people, and therefore delighted to celebrate the contribution that newcomers deliver to our industry through fresh thinking and innovation."

Sponsored by

Boehringer Ingelheim

Virtual host

KANTAR

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.

The Best Newcomer competition was due to be hosted by Kantar at their Central London offices, but due to the pandemic we had to convert it to a Zoom-based format. We would like to thank Kantar for their support with the costs of running the virtual event.

The BHBIA are hugely grateful to the organising team, who put in many hours of extra hard work to adapt all the exercises to a format that would work in the virtual environment, and to create opportunities for interaction and networking. We also thank all the judges who gave their time and expertise on the day.

"Great job – I appreciate it wasn't an easy thing to pull off, but it worked much better than I had anticipated, especially the networking in small rooms" – Best Newcomer Judge

Finalists:

Alex Brown
Kantar

Fern Coleman
Bryter

Kiana Collins
Cegedim Health Data

Bryony Duckham
Adelphi Research

Beth English
Initiate

Georgina James
Bryter

Helen Kirkpatrick
Branding Science

Jemma Reast
Ipsos

Raminta Stonyte
SERMO

"Overall, the BHBIA team did a fantastic job of organising the event to work so well remotely. The day was really engaging and challenged my thinking!" – Best Newcomer Entrant