



# Best Newcomer

“Boehringer Ingelheim is proud to be sponsoring the award for ‘Best Newcomer’ at the 2021 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.”

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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, are all 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.

Once again this year, the competition day took place via Zoom, on 27th April. We were delighted with how well the 2020 virtual event worked and were able to build on this for 2021, to provide a really engaging day. As well as being a development opportunity, the competition gives newcomers a chance to meet with peers from across the industry, and help them to build up a network of contacts to keep in touch with as they embark on their next career steps.

The BHBIA are hugely grateful to the organising team, who put in many hours of hard work to plan all the exercises and to create even more opportunities for interaction and networking. We also thank all the judges who gave their time and expertise on the day.

“As always, the most positive and refreshing thing about the day is the entrants themselves – the abilities, enthusiasm and potential of the newcomers is brilliant to see!”  
– Best Newcomer Judge

## Finalists:



**Katy Bacon**  
7i Group



**Francesca Cooper**  
HRW



**Alice Corbin**  
Wickenstones Ltd.



**Julio da Silva**  
Bryter



**Stacey East**  
Origins Insights



**Jess Gillott**  
Branding Science



**Lidia González Haro**  
Kantar



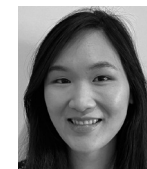
**Abigail Graham**  
HRW



**Michelle Healy**  
THE PLANNING SHOP



**Olivia Hughes**  
Adelphi Research



**Stefanie Kiew**  
MSD



**Chloe Ormrod**  
Synergy Healthcare Research



**Frances Salt**  
Ipsos MORI



**Chloe Sheppard**  
Partners4Access



**Thea Westwater Smith**  
Adelphi Research



**Emma Wright**  
Blueprint Partnership

“I really enjoyed the day and would not change a thing – the whole experience was really interesting and I learnt a lot and got to meet some very nice people.”  
– Best Newcomer Entrant