BOBI awards
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.

Meeting the talented newcomers to our industry always instils a positive feeling, and the 2021 Best Newcomer event was no exception. Even though we were sorry that once again we couldn't meet face to face, there was a great atmosphere, with plenty of animated discussions in the networking breakout groups when not actually working on the tasks.

As is typically the case with Best Newcomer, the results were very close. All the entrants demonstrated a great range of skills and aptitudes and showed the flexibility to apply their existing knowledge to less familiar areas.

Special congratulations go to our winner and runners-up, whose performances particularly stood out, but there were only a small number of marks separating *all* the entrants and we would like to commend everyone who took part. Without exception, they demonstrated that our industry's future is bright!

Best Newcomer entrants and judges, half-way through the day and ready to move into break-out rooms for the afternoon's challenges.

Winner:

Francesca Cooper, HRW

Francesca impressed the judges with her ability to rapidly synthesise information and produce thoroughly considered responses that demonstrated her understanding of the key challenges. The judges for one particular task commented that Francesca's performance was one of the best they have ever seen!

Runner-up:

Jess Gillott
Branding Science

Highly Commended:

Stefanie Kiew
MSD

Frances Salt
Ipsos MORI