

# Best Newcomer



**"MSD is delighted to host and sponsor the 2022 BOBI 'Best Newcomer' Competition and Award. For more than 125 years, MSD has been inventing for life, bringing medicines and vaccines for many of the world's most challenging diseases. MSD are deeply committed to fostering an inclusive environment that embraces different perspectives and so are proud to help others who have begun their journey within the biopharmaceuticals industry."**

Sponsored and hosted by:



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



*Entrants take a break – at MSD's offices in Moorgate*

We were delighted to be able to return to a face-to-face format for this year's event, and on Friday 6th May we welcomed our Best Newcomer entrants to MSD's fantastic offices in Moorgate, London.

The Best Newcomer competition is for individuals with less than 3 years' experience in business intelligence, and takes the form of a series of individual challenges, designed around a fictitious product launch.

Newcomers from across a range of roles, including market research, commercial analytics and fieldwork, are all able to compete on a fair basis – entrants don't need to have experience in any particular job roles; it's more about demonstrating broad skills and competencies, combined with an overall understanding of the healthcare environment. The event is designed to encourage entrants to excel and to bring out the best in all participants. It's a learning and development opportunity as well as a competition.

It was great to see such strong field of entrants this year and we hope that everyone enjoyed the day. Once the formal proceedings were over, the entrants, judges and organisers were able to relax in the on-site bar, with MSD kindly providing refreshments while everyone took the opportunity to network and unwind.

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 and all the entrants for taking part with such enthusiasm.

## Finalists



**Freya Williams**  
Adelphi Research



**Victoria Weaver**  
Basis Health



**Hollie Hamilton**  
Blueprint Partnership



**Rebecca Henson**  
Branding Science



**Annabelle Jones**  
Branding Science



**Rebecca Preston**  
Bryter



**Lisa Harkins**  
Hall & Partners



**Emma Jackson**  
HRW



**Emma Neville**  
HRW



**Duncan Pascoe**  
Ipsos



**Martha Vakalopoulou**  
Purdie Pascoe



**Shofiul Alom**  
Sequentis Health



**Larissa Dempsey**  
Synergy Healthcare Research



**Kimberley Meredith**  
Wickenstones Ltd



**Emma Goldman**  
Wickenstones Ltd

**"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