



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

Meeting the talented newcomers to our industry always instils a great feeling and the 2022 Best Newcomer event was positively buzzing with excitement and energy as everyone enjoyed the chance to meet each other face-to-face.

We often find that the results are close, and this year was no exception, with many very strong performances. Particular congratulations go to our winner and runners-up, but we would like to commend all the entrants. Without exception, they demonstrated that our industry’s future is bright!



Newcomer entrants, halfway through the day and ready for the afternoon’s challenges

Winner:

Annabelle Jones, Branding Science

Annabelle put in a strong performance across the whole day. She demonstrated excellent thought processes and good rationale for her answers, which were clearly communicated. In the presentation task she impressed the judges with her great story-telling, audience engagement and persuasive skills.



Joint runners-up:

Rebecca Preston, Bryter



Emma Neville, HRW

