



# Best Newcomer

“MSD is delighted to host and sponsor the 2023 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 (up to 3 years’ experience in business intelligence) who performs best in a series of individual challenges at a competition day

The prestigious BOBI Best Newcomer award holds a special place in many of our hearts as it celebrates the rising talent in our industry.

Once again, this year’s competition showcased the excellent skills and knowledge of exceptional individuals making a mark in the first three years of their careers in business insights.

We applaud the brilliance of all the entrants, who demonstrated that our industry’s future is bright, and extend our congratulations to the winner and runner-up.



Entrants take a break – at MSD’s offices in Moorgate

## Winner:

### Georgia Culley, Basis Health

Georgia performed consistently well across all six tasks, demonstrating a real depth and breadth of ability across market research and business insights. Her clear and confident research pitch, drawing on her knowledge and understanding, resulted in a compelling presentation.



## Runner-up:

### Emma Brooks, Strategic North Ltd

