

Best Newcomer

Awarded to the newcomer (up to three years' experience in business insights) who performs best in a series of individual challenges at a competition day

"We are honoured to sponsor and host the Best Newcomer award as it perfectly aligns with our Ipsos values. We firmly believe in supporting talented individuals who bring fresh perspectives and ideas to the industry. This award allows us to recognise and celebrate the outstanding achievements of those new to the industry, fostering a culture of innovation and growth. We are proud to be part of this initiative and contribute to the success of these exceptional newcomers."

Sponsored/hosted by



Winner:



Julia Tarter
Healthcare Research Worldwide (HRW)

The judges said:

We were really impressed with Julia's performance, particularly in the challenges focused on primary market research. She showed a strong understanding of the insight gaps a client might have and shared well-thought-through ideas on meeting their needs with the approaches she shared. She was confident and convincing in presenting her recommendations to the judges.

The BOBI Best Newcomer award celebrates the rising talent in our industry and is open to individuals in the first three years of their healthcare business insights career.

The competition invites entrants to showcase their knowledge and skills over a series of challenges and provides an opportunity for professional development and networking along the way. This year, participants enjoyed a thought-provoking talk from Hannah Mann, Day One Strategy, AI Frontiers: Market Research for the Next Wave of Innovators.

The competition was closely-fought and we applaud the brilliance of all the entrants, who demonstrated that our industry's future is bright.

Runner up:



Katie Finch
Boehringer Ingelheim

Highly commended:



Rachael Eddleston
Adelphi Research



Daniel Hunt
Oracle Life Sciences



Ikram Triki
Takeda UK