

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

"Lumanity is excited to be sponsoring the BOBI Best Newcomer event in 2025. As we see incredible progress in medical advancements, it's vital to support new talent and fresh ideas. We are dedicated to empowering the next generation of bright minds who will address our industry's complex challenges and, ultimately, improve healthcare for patients everywhere"

Sponsored / hosted by



## Finalists:

### About the Best Newcomer Competition Day



Some of the brightest emerging talent in our industry came together on 21 March 2025 for the BOBI Best Newcomer competition, proudly sponsored and hosted by Lumanity.

Now a much-anticipated fixture in the BHBIA calendar, this competition celebrates the potential and ambition of business insights professionals with less than three years' experience. Participants face a series of individual challenges centred around a fictional product launch, testing their analytical thinking, commercial awareness and creativity in a fast-paced environment.

This year's event once again drew a talented field of entrants from across the healthcare insights spectrum, representing both pharma companies and agencies, market researchers and analysts.

More than just a test of skills, the day offered a valuable opportunity for learning, connection and inspiration. Networking breaks throughout the event allowed participants to share experiences, while a powerful talk from judge and guest speaker Ernesto Pirsch, Head of Marketing & Sales – MH & Retino at Boehringer Ingelheim, offered invaluable insights on Launch Excellence.

The day concluded with a relaxed drinks reception, generously hosted by Lumanity, where participants, judges and organisers gathered to celebrate the energy, talent and enthusiasm on display.

The BHBIA extends its sincere thanks to Lumanity, the Best Newcomer Organising Team, our dedicated judges, and of course, the exceptional entrants who made this year's event such a success.

### Finalists:



**Elena Melluzzo**  
AbbVie



**Carys Guest**  
Adelphi Research



**Sophie Little**  
Beyond Blue



**Samuel Bates**  
Beyond Blue



**Annie Stubbs**  
boxee group



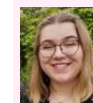
**Peter Goodge**  
GSK



**Lily Pitter**  
Hamell  
Communication



**Saket Rao**  
Healthcare Research  
Worldwide



**Siobhan O'Connor**  
Lumanity



**Ruby Pogson Jones**  
Purdie Pascoe Ltd



**Stephanie Loo**  
SKIM  
(Netherlands)



**Amy Cooper**  
Wickenstones Ltd



**Laetitia Dewavrin**  
Wickenstones Ltd