



Best Newcomer

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

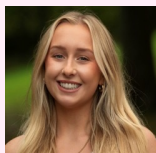


Winner:



Sophie Little
Beyond Blue

Runner up:



Lily Pitter
Hamell Communication

The judges said:

"The judges were impressed by Sophie's clear, well-reasoned approach to a variety of business intelligence tasks. She demonstrated strong analytical thinking and an excellent breadth and depth of market research knowledge. From strategic thinking and a strong client focus to practical planning and attention to detail, Sophie performed consistently well across the different tasks and responded confidently under pressure with well-articulated arguments, making her a standout entrant."