

# Best Newcomer

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



## Sponsored by:



Lumanity is delighted to be sponsoring the BOBI Best Newcomer event again in 2026. We believe it is crucial to champion new talent and fresh ideas to ensure business intelligence remains integral to driving asset strategy. The rising stars within the industry will support us all, in accelerating and optimizing access to life-saving medicines.

## Winner

**Cherie Peng**  
Synergy Healthcare Research

### The judges said:

"The judges were impressed by Cherie's structured, commercially focused approach to complex challenges.

She demonstrated strong prioritisation skills, effectively balancing the needs of multiple stakeholders while maintaining a clear strategic perspective.

Her work was logical, organised and pragmatic throughout. She showed solid analytical thinking, with well-reasoned assumptions and a clear, robust research plan.

Combining this with a strong focus on delivering practical, high-value solutions, Cherie communicated confidently under pressure, articulating her ideas clearly and establishing herself as a credible and capable newcomer."

## Runners Up

**Poppy Johnston**  
Research Partnership

**Ela Tarcalova**  
Purdie Pascoe