

2026 MR EXCELLENCE AWARD WINNERS



**Congratulations
to our Winners!**

MR AWARD: INNOVATIVE APPROACH

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Submission:
**When patients can't speak:
Reinventing the patient
voice through AI**

Winners: GSK and Day One
Joanna McDonald,
Global Strategic Insights
Oncology, GSK
Imogen Corbett,
Global Strategic Insights
Director, GSK
Elise Roche,
Managing Partner, Day One
Larissa Dempsey,
Account Director, Day One

MR AWARD: FUTURE LEADERS CASE STUDY

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Submission:
**From insight to impact:
translating Primary Market
Research findings into
strategic decision-making**

Winner: Beyond Blue
Hollie Hamilton,
Senior Research Manager,
Beyond Blue

MR AWARD: MAKING A BUSINESS IMPACT

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Submission:
**Turning the tide:
Unlocking growth in a
complex and evolving
landscape**

**Winners: STRAT7 Incite and
Jazz Pharmaceuticals**
Jake Ashton Principal,
STRAT7 Incite
Emily Glass-Paterson,
Senior Business Intelligence
Manager, Jazz Pharmaceuticals