


# YOUR CAREER IN MOTOR SPORT



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**You are interested in a career in Engineering?**

Have a look at our dedicated booklet **Engineer Your Career!** 





**There are already a number of highly successful women working in our sport, but we also need to invest in the future and encourage the younger generation to view it as a world of equal opportunities”**

**Michèle Mouton**

By its very nature as a pursuit that in large part sets aside brute physicality in favour of thought and deed, motor sport is something of a great leveller in the world of sport, a discipline that ideally remains ignorant of race, colour, creed or indeed gender. In machinery of equal potency, equality should be a given.

The truth, though, is that motor sport has been traditionally seen as something of a “boy’s club”, an arena in which women have often been marginalised and on occasion actively discouraged from participation.

In 2009, the FIA set out to change that paradigm by launching its Women in Motor Sport Commission, a body tasked with creating “a sports culture that facilities and values the participation of women in all aspects of motor sport”.

In the past decade, the Commission has been involved in a wide variety of projects in every area of motor sport activity, developing programmes to advance female participation on and off the track, through initiatives to raise awareness of the huge diversity of industry roles available to women in racing, rally, teams, events and race support, media, medical support and partnerships.

This booklet aims to inspire and encourage girls and young women to consider the opportunities both on and off the track, and to promote gender equality in motor sport to the general public. It describes the roles and careers of 22 great women who will be delighted to share their experience with you and support you in becoming one more woman in motor sport!

# PROFESSIONAL RACING DRIVER

Racing drivers race various vehicles at high speed in front of an audience. The main duties of a racing driver are taking part in race weekends, overtaking competitors, monitoring the car's performance, attending media activities, generating publicity for the racing team and interacting with fans. It is not an average nine-to-five job and requires a lot of travelling. A racing driver needs to be able to analyse data, communicate with the team and make split-second decisions. This job demands ultimate concentration, strength, physical fitness, technique and fearlessness.

## EDUCATIONAL PATH

I went to the Helvetia school in Bogota, Colombia. My education has been completed at racetracks around the world, and is based on actual experience. Being a racing driver nowadays means that you must be able not only to drive fast, but also to promote yourself, and to be an athlete with hours of training, both physically and mentally. It's like running your own business.

## SKILLS

- Determination
- Discipline
- Physical preparation





NAME

**TATIANA CALDERON**

JOB TITLE

**Professional Racing Driver,  
F1 Development Driver/Racing in IMSA  
and EMLS**

### ► **First work experience** \_\_\_\_\_

I started racing, in karting, when I was 9 years old, and since then my passion for motor sport keeps growing every day. I raced in star Mazda in the US, Formula 3, GP3, Formula 2 in Europe and some winter series in Asia. In the 2020 season I will compete in endurance races for the first time like IMSA and ELMS.

### ► **What does your life look like now?** \_\_\_\_\_

I'm very lucky to be able to follow my passion; I have my dream job. I'm a professional racing driver, currently working as test driver in F1 for the Alfa Romeo Racing Team. I will be racing in many countries and different types of race cars, which always makes the job very exciting and demanding. I am looking forward to what 2020 will bring, ready for new challenges.

### ► **Your advice for the next generation** \_\_\_\_\_

Follow your passion and don't let anyone tell you that you can't do something. Be patient and work hard because in the long term it will always pay off. Dream big!

### ► **How can we contact you to get more information or help?** \_\_\_\_\_

You can always contact me through my email address at: [info@tatianacalderon.com](mailto:info@tatianacalderon.com), through my webpage [www.tatianacalderon.com](http://www.tatianacalderon.com) or through my social media platforms - Twitter: @tatacalde, Instagram: @tatacalde7 and Facebook: tatiana calderón noguera.

# PROFESSIONAL RACING DRIVER

Racing drivers race various vehicles at high speed in front of an audience. The main duties of a racing driver are taking part in race weekends, overtaking competitors, monitoring the car's performance, attending media activities, generating publicity for the racing team and interacting with fans. It is not an average nine-to-five job and requires a lot of travelling. A racing driver needs to be able to analyse data, communicate with the team and make split-second decisions. This job demands ultimate concentration, strength, physical fitness, technique and fearlessness.

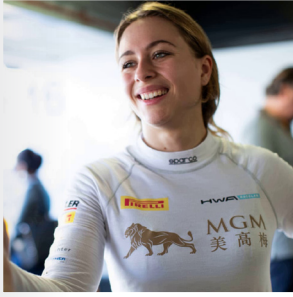
## EDUCATIONAL PATH

I went to a German High School. In 2018 I took my final exams at A Level.

## SKILLS

- Ambitious
- Targeted
- Fighting spirit
- Motivated
- Dedicated
- Positive attitude
- Open minded





NAME

**SOPHIA FLOERSCH**

JOB TITLE

**Professional Racing Driver, Formula Regional  
European Championship ELMS**

### ► First work experience

Since I finished school in May 2018, I have focused mainly on racing. It's a full-time job at the moment. All the race events, training, media appointments, sponsor meetings and laptop work keeps me busy 24/7. There is no time for university or another job.

### ► What does your life look like now?

After finishing my A Levels and making my comeback after the crash in November 2018 in Macau, I am now completely focused on motor sport. That means fitness training, many hours in the simulator, preferably many and effective testing days on race tracks, and of course racing! As a racing driver I like working together with the media, trying to keep my social media channels up to date and to stay in contact with my sponsors, partners and team.

### ► Your advice for the next generation

Find out what you really enjoy most. Try to develop your strengths. Set yourself small but ambitious goals. Setbacks are merely chances to try to do better next time again. Be open to different ideas. Be active and do some sport. Watch out for your nutrition. Do NOT do drugs. Motor sport is interesting! It is a team sport with a lot of technical and strategic know how.

### ► How can we contact you to get more information or help?

Follow me on social media. Maybe you will like my feed, stories and videos. Or you can write me an email to [racing@sophia-floersch.de](mailto:racing@sophia-floersch.de). I always try to make time for my fans during race weekends.



# CO-DRIVER

A co-driver is the driver's navigator during a motor sport event called a rally. The job of the co-driver, who sits in the front passenger seat, is to navigate, commonly by reading off a set of notes to the driver.

## EDUCATIONAL PATH

Architecture

## SKILLS

- Ability to work under pressure
- Understanding the mechanics of the car
- High interest in engine build
- Team player





NAME  
**FABRIZIA PONS**

JOB TITLE  
**Co-driver**

► **First work experience** \_\_\_\_\_

The first ever rally event that I took part in was in 1979. At that time, I was the co-driver for Battistolli Luigi "Lucky". We were driving for team Scuderia 4 Rombi.

► **What does your life look like now?** \_\_\_\_\_

Surprisingly I am now attending far more events than in the past. I am a very busy person right now.

► **Your advice for the next generation** \_\_\_\_\_

First of all, the most important thing is to learn foreign languages. The second thing is that whatever you do, you need to treat it very seriously and work very hard. Also, take all the opportunities that life offers you. Apart from that, never give up, be committed to what you do and race as often as possible.

► **How can we contact you to get more information or help?** \_\_\_\_\_

You can reach me via email: [fabriziap@hotmail.com](mailto:fabriziap@hotmail.com).

# DRIVER

Rallying is about real cars on real roads. It is the ultimate proving ground that takes the driver and co-driver over timed-against-the-clock high speed special stages on closed public roads or tracks run on tarmac, gravel, ice or snow. The goal of the special stages, which are linked by public road sections, is to set the fastest time and the crew with the shortest accumulative time at the end of the event is the winner.

## EDUCATIONAL PATH

Right after finishing high school I began a degree in Commerce at university, before moving from Australia to the UK part way through to pursue a career in motor sport.

## SKILLS

- Public speaking
- Driver training
- Self-presentation
- Media events





NAME  
**MOLLY TAYLOR**

JOB TITLE  
**Driver**

► **First work experience** \_\_\_\_\_

My First work experience was at Rally School Australia. I was washing the car there and also helping with everything that was needed on training days.

► **What does your life look like now?** \_\_\_\_\_

Working full time as a works rally driver for Subaru Australia, I spend most of the time on the road, competing in rallies and other motor sport related events. When I am not taking part in motor sport events I am training and preparing for them.

► **Your advice for the next generation** \_\_\_\_\_

Be prepared to work hard and always stay connected to the things you love about the sport. I always remind myself that my best results come from the events where I am enjoying myself too.

► **How can we contact you to get more information or help?** \_\_\_\_\_

You can reach me via email: [mollyrally@gmail.com](mailto:mollyrally@gmail.com), or follow me on my social media channels. You can easily reach me on Instagram: [@molly\\_rally](https://www.instagram.com/molly_rally).

# LOGISTIC OPERATOR

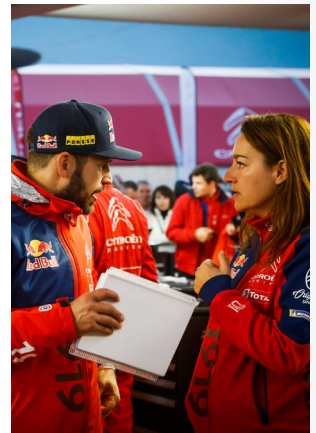
The main task of a logistic operator is to make the best and easiest plan for people to get from the workshop/home to the rally location and on site. A tour operator is also in constant contact with the rally organisation, in order to organise all the facilities in the service park. Another task is to provide the team with all kinds of materials they need to work. During rallies a tour operator manages and solves many kinds of problems that the team may encounter.

## EDUCATIONAL PATH

My studies are not really in relation with my current work, except for the organisational side. I have learned a lot from working with very good and professional people.

## SKILLS

- Organised person
- Strong team spirit
- Always place the team interest before individual interest
- Able to work with various people with distinctive personalities
- Do my best to make everybody happy
- Good at making people feel comfortable to work in the best possible conditions





NAME

**CELINE GUES**

JOB TITLE

**Logistic Operator, Citroen Racing**

► **First work experience** \_\_\_\_\_

My first job in motor sport was in customer competition for Renault Sport, where I was in charge of the organisation of rally cups. This is where the basis of all my rally knowledge comes from. I had the chance to meet and work with experienced people.

► **What does your life look like now?** \_\_\_\_\_

My job involves travelling a lot and I really like that. Of course, there are a lot of working hours and you tend to forget what weekends or bank holidays are. But it is really worthwhile when you are passionate about your job and when you work for a top team and the best rally drivers and co-drivers in the world.

► **Your advice for the next generation** \_\_\_\_\_

Constantly set yourself challenges, and don't rest on past achievements. Always try to improve and give everything of yourself.

► **How can we contact you to get more information or help?** \_\_\_\_\_

You can write me an email at [celinegues@gmail.com](mailto:celinegues@gmail.com).

# TEAM PRINCIPAL

The team principal is the person who is in charge of a team during each race weekend. They are also usually responsible for issuing team orders as well as creating the team, which entails bringing the best of highly talented people and supporting them in all departments, working on and off the track.

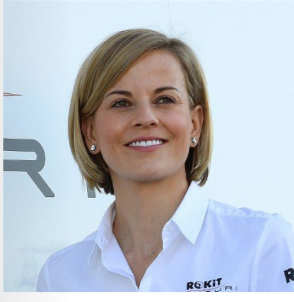
## EDUCATIONAL PATH

I studied International Business Studies at Edinburgh University. I left my studies to pursue a racing career and was awarded an honorary degree in 2016.

## SKILLS

- Leadership
- Communications
- Strategy
- Entrepreneur
- Motorsport expert





NAME

**SUSIE WOLFF**

JOB TITLE

**Team Principal, ROKiT Venturi Racing**

### ► **First work experience** \_\_\_\_\_

I worked in my parents' motorbike shop from an early age. I was involved in every aspect of the business, from making sure the displays were perfect to back-of-office tasks such as stock-taking, and I absolutely loved it. I used to have a long check list and I really enjoyed the sense of achievement that came from ticking things off. That ethos of being methodical and working through things one by one has stayed with me.

### ► **What does your life look like now?** \_\_\_\_\_

Life looks really good. It's a fantastic balance of being a mother, a wife and a Team Principal. It's not always easy and there are plenty of challenges, most of them logistical, but I feel extremely lucky to have found a role that's so connected to my passion for motor sport.

### ► **Your advice for the next generation** \_\_\_\_\_

Believe in yourself. Find out what it is that you feel passionate about, what you're good at, and go for it. Don't be scared to stand up for yourself and be seen and heard. Foster your resilience and be determined. Work hard, push yourself and never, ever lose the belief in your abilities.

### ► **How can we contact you to get more information or help?** \_\_\_\_\_

You can follow me on my social media channels and write to me there.



# TRACKSIDE POWER UNIT ENGINEER

Responsible for the correct operation of the EQ Power+ F1 Power Unit. My main job is maximising available performance without compromising reliability at all race and test events.

## EDUCATIONAL PATH

Degree in Industrial Engineering at ETSII-UPM (Universidad Politecnica de Madrid), equivalent to an MSc, with a final year Erasmus placement at ESTACA (Ecole Supérieur des Techniques Aeronautiques et Construction Automobile) in Paris.

## SKILLS

- Data analysis
- Trouble-shooting
- Problem solving under high pressure
- Fast-paced environment
- Attention to detail and process driven.
- Good team player





NAME

**MARGA TORREZ DIEZ**

JOB TITLE

**Trackside Power Unit Engineer, Mercedes-AMG  
Petronas Formula 1 Team**

### ► **First work experience** \_\_\_\_\_

Ten-month internship at Renault Sport Technology working within the engine department. Projects included supporting both the World Series by Renault and Rally events, ensuring engine reliability, but also developing future products and providing customer service.

### ► **What does your life look like now?** \_\_\_\_\_

Making a dream come true by attending all Formula 1 races and going on to win the Championship with Mercedes AMG Petronas Formula 1 Team. I feel lucky that my work is also my passion. Travelling almost every week either for work or for pleasure, I'm always on the move!

### ► **Your advice for the next generation** \_\_\_\_\_

Fight for your dream, work hard and never give up. Learn from your mistakes, be passionate and dedicated in everything you do.

### ► **How can we contact you to get more information or help?** \_\_\_\_\_

I can be contacted via LinkedIn.

# SENIOR STRATEGY ENGINEER

This job requires clear and precise communication skills, diplomacy and tenacity, and the confidence and ability to make quick, data-driven decisions under extremely tight deadlines are also essential for this role. The senior strategy engineer is involved in developing the tools used to optimise strategy and the car operation. This requires significant data analysis and the development of new analysis methodologies, software tools and techniques.

## EDUCATIONAL PATH

11 A\*s at GCSE, and 5 As at A2 Level. A Levels: Mathematics, Further Mathematics, Physics, Chemistry, History. University of Cambridge: MEng – Aerospace and Aeronautical Engineering. Distinction (1st Class). Master's Thesis: The Effect of DRS on F1 Racing in conjunction with the FIA.

## SKILLS

- Maths
- Simulation
- Risk Management
- Probability





NAME

**RUTH BUSCOMBE**

JOB TITLE

**Senior Strategy Engineer, Alfa Romeo Racing**

### ► **First work experience**

Growing up in Central London there was not much motor sport around! My First work experience was an internship in a Medical Engineering Department in a Hospital. The first opportunity I had to get involved with motor sport hands on was joining my Formula Student team at Cambridge University. Formula Student is brilliant as it's a way to learn theory; practical skills; and good practice dealing with the heartbreak that comes with a DNF. It also gives you a network of likeminded people, who become friends you'll end up seeing in an F1 Paddock 5 years later!

### ► **What does your life look like now?**

I travel to all Races and Tests, then work back at the factory in Switzerland between events. At a race weekend you can find me sitting on the pit wall, in charge of strategy.

### ► **Your advice for the next generation**

If you view crossing the finish line as the measure of your life, you're setting yourself up for a fall. Getting a job offer in F1, making a newsworthy strategy call or even winning a championship sitting on a Pit Wall are very rare, singular moments. You need to celebrate in the moment but recognise that the preparation for those moments is your life, and that's the richness of your life. The daily setbacks and comebacks on the way, how we shape ourselves to rise to that challenge, is life. Ultimately, we can't control 100% if we arrive at our desired professional destination. Too many variables are out of our control. There's really just one thing we can control: our attitude and daily decisions, keeping us headed in the right direction. So, work hard, network, and enjoy it.

### ► **How can we contact you to get more information or help?**

I am an ambassador for Dare to be Different, which is an initiative founded by Susie Wolff to inspire, connect and showcase women in motor sport. You can join at [www.daretobedifferent.org](http://www.daretobedifferent.org).

# DIRECTOR OF MARKETING & COMMUNICATIONS

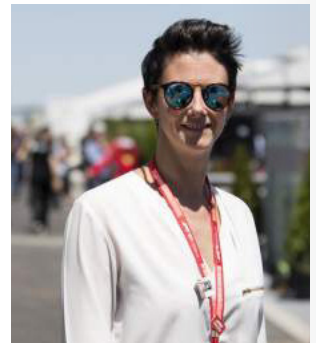
The Director of Marketing & Communications for Formula 1 reports directly to the CEO who has a broad remit. Mission of this job is to reimagine F1 for the future as an entertainment property, growing the fan base, getting more people to watch F1 on TV and digital and increasing the numbers of fans who attend a race.

## EDUCATIONAL PATH

I left school at 18 after A Levels and started my first job in marketing in 1999. I have continued to learn through professional development, namely IPA Practitioner of Advertising in 2004, the Marketing Society Marketer Leadership Programme in 2012, and will be embarking on the Marketing Academy Fellowship in 2020.

## SKILLS

- People person
- Enjoy building relationships
- Taking the time to understand others to ensure we deliver win-win situations
- Curious and creative in my approach to solving problems
- Passionate, kind
- Hard-working
- Someone who leads by example





NAME

**ELLIE NORMAN**

JOB TITLE

**Director of Marketing & Communications,  
Formula 1**

### ► First work experience

My first job was as a Marketing Assistant in FMCG (Fast Moving Consumer Goods) for a toothpaste, where I learnt the 4P's of marketing disciplines (product, price, place, promotion). I got my first taste of automotive in my second job, in an advertising agency as an Account Executive on the Honda Motor Europe business. During my 3 years there I learned the importance of working as a team, being clear, concise and effective in communications. My passion for cars and understanding of Honda engineering and technology meant I was asked to work directly for Honda Motor Europe in 2004. Since then, I have always worked in sectors perceived as male-dominated.

### ► What does your life look like now?

I joined Formula 1 in 2017, following the acquisition by Liberty Media. In the 3 years since, life has been busy; I travel a lot and couldn't be happier and more fulfilled in this role. I'm fortunate enough to work with a talented group of colleagues and have an amazing team of 35 people. I have shaped and built a marketing and communication infrastructure from the ground up, re-branded the sport at the start of the 2018 season, and manage all aspects of brand management. I represent the voice of the fan/customer within the business, and lead communications covering Corporate, Public Affairs, Consumer and Motorsports PR. I manage high profile guests at F1 races and work with colleagues at F1 to facilitate partnerships with broadcasters, platforms, F1 teams and drivers.

### ► Your advice for the next generation

Be brave. Be bold. Get comfortable with being uncomfortable. Come to work as yourself 100% each and every day. Be curious and ask questions to build your knowledge. Approach each day as an opportunity to learn something new and be better than you were the day before. Push yourself and take every opportunity presented to you, even if you think you can't do it. These are often the times where you grow the most, and anything is possible.

### ► How can we contact you to get more information or help?

You can reach me via email: [ENorman@F1.com](mailto:ENorman@F1.com).

# TEAM COORDINATOR

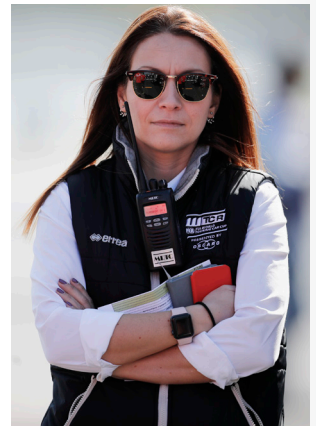
Team Coordinators use motivation and management to lead their groups to better performance. They come up with challenging yet obtainable goals and take responsibility for their charges meeting these objectives. Concerned with output, Team Coordinators strive for efficiency without sacrificing quality. They aim to keep everyone on the same page and moving along without incident.

## EDUCATIONAL PATH

I received a BA Hons Degree in Business.

## SKILLS

- Highly organised
- Good multitasker
- Able to work under pressure
- Patience
- Motorsport knowledge
- Adaptable to situations





NAME

**FIONA REES**

JOB TITLE

**Team Coordinator, FIA WTCR**

► **First work experience** \_\_\_\_\_

Subaru World Rally Team – assisting in hospitality and catering. Learning about the team and sport from the inside, working on European FIA WRC events.

► **What does your life look like now?** \_\_\_\_\_

Working within the promoter management of the FIA WTCR – World Touring Car Cup for Eurosport Events. Key contact for all competitors and drivers for the WTCR, and working alongside the FIA on sporting administration and regulations. Sitting on the FIA Sporting Working Group for Touring Cars and on the TC Commission.

► **Your advice for the next generation** \_\_\_\_\_

Take every opportunity to be hands on and show that you want to learn. Work experience within a team gives a huge insight as to why the sport exists. Talk to people, don't be afraid of people's uniforms. Don't give up, know what you want to do, and do look to other women in motor sport for advice.

► **How can we contact you to get more information or help?** \_\_\_\_\_

You can reach me via email: [fiona.rees@fiawtcr.com](mailto:fiona.rees@fiawtcr.com).



# RACE OPERATIONS MANAGER

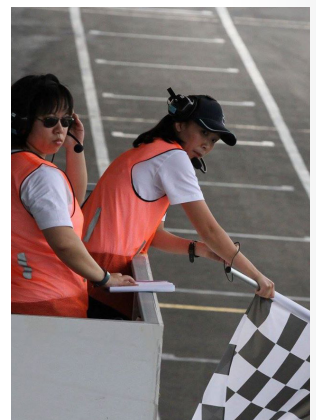
The job of Race Operations Manager requires being comfortable working with and managing a diverse group including staff, vendors, contractors, hourly labour, and volunteers. That person enhances the operational procedure, systems and principles in the areas of information flow and management, business processes and enhanced management reporting, and looks for opportunities to expand systems.

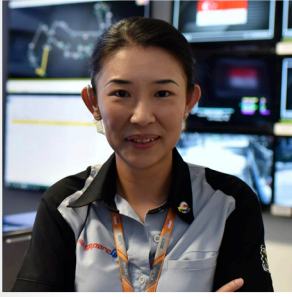
## EDUCATIONAL PATH

I'm a trained engineer specialising in writing programs for automation. I graduated with a Degree (Hons) in Computing with Management from the University of Bradford, United Kingdom. An opportunity came to me in 2008 when I was offered a position to be involved in the Singapore Grand Prix, and I haven't looked back since!

## SKILLS

- Event/Project Management
- Training on a large-scale basis
- Strategic Planning
- Volunteers Recruitment
- Volunteers Management
- Customer Relationship Management
- Leadership
- Race Operations
- Motor Sport Safety and Risk Management





NAME

**JANETTE TAN**

JOB TITLE

**Race Operations Manager, FIA WTCR**

### ► First work experience

My first job was also in a male-dominated industry, dealing with fire and electrical systems. It wasn't easy navigating the industry in the beginning, and I spent a lot of time reading up on everything I could lay my hands on and asked a lot of questions. I enjoyed my work then, and was very lucky to receive guidance and do well in the industry. But motor sport has been a passion since I was young, so when a job offer came I did not hesitate to grab it!

### ► What does your life look like now?

My life is about all motor sport and I'm loving it! I have been a part of the Singapore Grand Prix since the inaugural event in 2008. I am heavily involved in the Race Operations aspect of the event as the Volunteer Manager overseeing the recruitment, training and engagement of about 900 volunteers and officials. We have an average retention rate of approximately 90% every year. I am the main liaison with the FIA Formula 1 Race Director. I also volunteer with the local ASN, Motor Sports Singapore. I have also officiated at many national races. On a regional and international level, I have represented my country as a member of the FIA Volunteers and Officials Commission since 2014.

### ► Your advice for the next generation

A lot of people perceive motor sport to be a male-dominated industry, but this is actually not true. Many women work and excel in different aspects of the industry. What is important is passion and having the correct attitude towards learning and contributing back into the industry we love. Work on your interpersonal skills and knowledge; with strong integrity and passion, you can achieve anything.

### ► How can we contact you to get more information or help?

You can email me at [janettetan@mss.org.sg](mailto:janettetan@mss.org.sg) and I will be happy to help in any way I can.

# HOSPITALITY & EVENT SPECIALIST

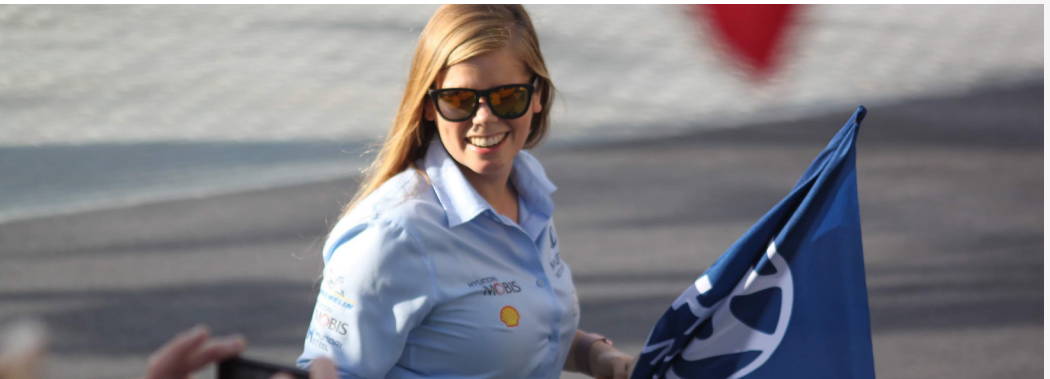
The Hospitality & Event Specialist manages and assists in all events, taking care of catering needs, rental equipment, insurance requirements, registration, and managing peaks of event planning with other responsibilities. That person also assists in all travel and summit preparation and handles facilities management tasks.

## EDUCATIONAL PATH

University studies at K.U. Leuven (Belgium): Bachelor degree in German and French Literature and Linguistics, Master's degree in Business Communication.

## SKILLS

- Multilingual (English, Dutch, German, French)
- Flexible
- Team-player
- Open-minded
- Passionate
- Well-organized
- Structured
- High attention to detail





NAME

**MIEKE VERCAMMEN**

JOB TITLE

**Hospitality & Event Specialist,  
Hyundai Motorsport**

► **First work experience** \_\_\_\_\_

After two “normal” office jobs I sent out a spontaneous application to Hyundai Motorsport at the beginning of 2014. Soon after I received a phone call, went to Germany for a job interview and was hired as Team Assistant. Supporting the Marketing & PR team, I have learned a lot about the operations of the WRC team.

► **What does your life look like now?** \_\_\_\_\_

In 2016 I was promoted to Hospitality & Event Specialist. Being in charge of the Hyundai Motorsport Hospitality, I attend all WRC events and coordinate the VIP programme as well as the catering planning for the team. I welcome the VIP guests and media and work closely with our suppliers on site. Having always been very passionate about motor sport, I truly enjoy travelling around the world as part of our WRC team.

► **Your advice for the next generation** \_\_\_\_\_

Follow your passion and don't be afraid to ask for help. Broaden your network, work hard and believe in your own qualities. Don't give up on your dreams!

► **How can we contact you to get more information or help?** \_\_\_\_\_

Feel free to send me a message by e-mail ([mvercammen@hyundai-ms.com](mailto:mvercammen@hyundai-ms.com)) or via Instagram (@minimieke).

# RACE DIRECTOR

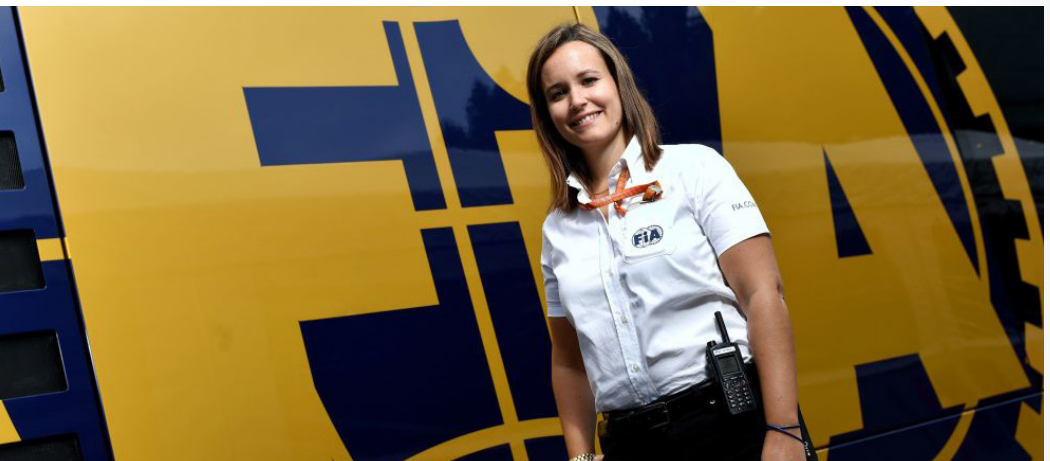
The Race Director manages corporate operations and the logistical preparations for race weekends on an annual basis, including strategic planning, marketing, sponsorship sales, grant writing, staff management, and recruitment and management of volunteers. The Race Director provides support to and reports to the Board of Directors.

## EDUCATIONAL PATH

Bachelor's degree in Biology from Universitat de Barcelona; Bachelor's degree in Fashion Design from LCI Barcelona.

## SKILLS

- Good knowledge of sporting regulations and procedures
- Pro-active but patient and calm
- Self-confident leader
- An active listener
- A good communicator
- Confidentiality





NAME

**SILVIA BELLOT**

JOB TITLE

**Race Director, FIA Formula 2 & FIA Formula 3**

### ► **First work experience** \_\_\_\_\_

I used to accompany my dad to the races in Circuit de Barcelona Catalunya when I was a child, and when I turned 14 I started helping the organiser as a "runner", distributing all the official documents generated by the race director, the stewards and the timekeepers between the event's senior officials and teams and notifying the stewards' decisions and penalties to the competitors. When I turned 16, I took the ASN's course as a track marshal and passed the exam. For the next few years I combined my role as a runner with being secretary of the stewards, which gave me a great background in motor sport procedures and paperwork.

### ► **What does your life look like now?** \_\_\_\_\_

Due to my working commitments I'm based between Barcelona and the United States. My daily routine consists in working with the teams and officials on different aspects of the sport, clarifying sporting regulations and sporting procedures, and evaluating the course of the championships and their challenges. During the race weekends I am in control of practice and race development, as well as safety, the starting procedures and the use of the safety car. I've always loved working with young drivers (the future F1 stars), as it gives me the chance to be part of their development in the sport, creating a special bond that lasts for years.

### ► **Your advice for the next generation** \_\_\_\_\_

I would say that motor sport is a good option for women. There are many successful women in all areas of the sport: drivers, officials, mechanics, team managers, media, etc. Motor sport is the perfect environment to share a passion for cars, make new friends, improve and train all types of skills, but the best thing is being part of a community. Finally, if they are not sure they can succeed in the sport I would just say: "if I could do it, you can too".

### ► **How can we contact you to get more information or help?** \_\_\_\_\_

You can contact me on either of my email accounts: [sbellot-consultant@fia.com](mailto:sbellot-consultant@fia.com) or [silvia.bellot@gmail.com](mailto:silvia.bellot@gmail.com).

# PRESS OFFICER

Press Officer covers different tasks, ranging from press office management, media outreach and pro-active PR to social media management and travelling to all rally events to manage PR and media relations on site. At events the Press Officer coordinates drivers' and management's media schedules, manages the preparation and distribution of daily press releases and manages the team's social media accounts.

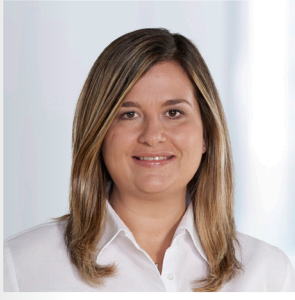
## EDUCATIONAL PATH

I studied at Università degli Studi di Torino (Italy), where I got a Bachelor's degree in Foreign Trade and a Master's degree in Corporate Management.

## SKILLS

- Consistent
- Independent and hard-working
- Enjoy being in contact with people
- Constantly trying to expand my knowledge and abilities
- Friendly
- Trustworthy
- Motivated





NAME

**NICOLETTA RUSSO**

JOB TITLE

**Press Officer Hyundai Motorsport**

### ► **First work experience** \_\_\_\_\_

After a few internships and work experiences in motor sport during my studies, in mid-2011 I started my first proper job in the business as Communications Officer for the WRC Support Championships before moving to a WRC team in 2012, when I joined WRC Team MINI Portugal as Press Officer.

### ► **What does your life look like now?** \_\_\_\_\_

I joined Hyundai Motorsport and moved to Germany from Italy 6 years ago and since then my life has been an exciting journey. I'm constantly on the move, travelling around the world with the WRC team, and my suitcase is always ready for the next trip. I have such a privileged job, which gives me the opportunity to see places I always wanted to see and work closely with some of the most talented rally drivers in the world. At events sometimes life is not so easy with really long working days, but I have learned that you can survive with only a couple of hours of sleep – all you need is a good espresso machine!

### ► **Your advice for the next generation** \_\_\_\_\_

Be bold – never be ashamed of what you believe in and stand up for it. Also, I have always believed in role models so my advice would be to find someone who really inspires you and learn from them as much as you can. And of course, always believe in yourself!

### ► **How can we contact you to get more information or help?** \_\_\_\_\_

Simply send me an email at: [nrusso@hyundai-ms.com](mailto:nrusso@hyundai-ms.com).



# PRESS OFFICER

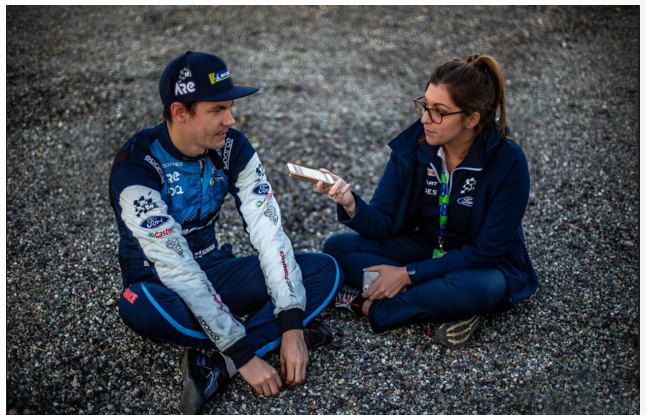
My role as Press Officer covers different tasks, ranging from press office management, media outreach and pro-active PR to social media management and travelling to all rally events to manage PR and media relations on site. At events the Press Officer coordinates drivers' and management's media schedules, manages the preparation and distribution of daily press releases and manages the team's social media accounts.

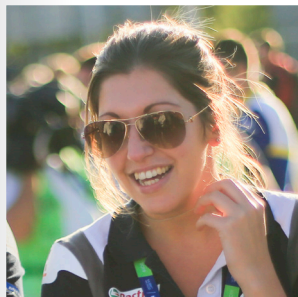
## EDUCATIONAL PATH

After completing my GCSEs and A Levels at home in Cumbria (UK), I attended Leeds University (UK) where I read history and achieved a 1st Class BA Hons Degree.

## SKILLS

- Remain calm under pressure
- Well organised
- Good verbal and written communication skills
- Creativity
- Passion and commitment





NAME

**ANNA LOUISE RUDD**

JOB TITLE

**Press Officer, M-Sport Ltd.**

### ► **First work experience** \_\_\_\_\_

My First work experience came at the age of 16 when I spent a week at M-Sport in their PR and Marketing department. After finishing university in 2010, I returned to the team as a Marketing Assistant.

### ► **What does your life look like now?** \_\_\_\_\_

Fifteen years after that initial work experience, I now head-up M-Sport's PR Department and travel the world with the FIA World Rally Championship. We travel to 13 different events each year – from the snow-covered stages of Rally Sweden to the high altitude and high temperatures of Rally Mexico. This year we will visit six different continents, which sounds like a lot – but we're still only away one week per month, giving me plenty of time to enjoy the beauty of my home in the UNESCO English Lake District National Park.

### ► **Your advice for the next generation** \_\_\_\_\_

Don't be afraid to ask questions, and don't be afraid to try your luck – it might just get you exactly what you want, exactly where you want to be!

### ► **How can we contact you to get more information or help?** \_\_\_\_\_

You can reach me by writing an email to me at: [arudd@m-sport.co.uk](mailto:arudd@m-sport.co.uk)

# TV PRESENTER & BROADCASTER

Radio and TV presenters entertain and inform programme audiences on national and regional stations, and satellite and cable channels. They act as the public face (or voice) on various types of programmes, including sports-based, current affairs and entertainment shows. Television presenters must craft likeable, on-air personas to introduce programmes, make public service announcements and appear at newsworthy community events. They also introduce reporters, newscasters, sportscasters and other professionals appearing on a programme or show.

## EDUCATIONAL PATH

BSC Biological Science (Bristol University)

## SKILLS

- Presenting
- Researching
- Writing
- Live Events Hosting
- Adaptability





NAME

**NICKI SHIELDS**

JOB TITLE

**TV Presenter & Broadcaster**

### ► **First work experience** \_\_\_\_\_

Equity Finance Trader (UBS Investment Bank).

### ► **What does your life look like now?** \_\_\_\_\_

After a few years working in the city, I realised I needed to follow my passion for motor sport and so changed careers to work in motor sport broadcasting. Since making that decision I feel like I've never worked a day in my life; I love what I do. It has given me so much, the opportunity to travel the world, meet incredible people and have experiences I would only have dreamt of on that trading floor. The opportunity to combine motor sport with my love of science and technology in such a pioneering sport as Formula E is something I'm very proud of.

### ► **Your advice for the next generation** \_\_\_\_\_

Don't be afraid to follow your passion; believe in yourself and work as hard as you possibly can. It's not a case of being in the right place at the right time, it's about being in as many places, as many times as possible - I'm a big believer that you make your own luck.

### ► **How can we contact you to get more information or help?** \_\_\_\_\_

Feel free to send me a message via Twitter / Instagram - @nickishields.

# REPORTER, HOST AND COMMENTATOR

Reporters are responsible for delivering updates and analysis on current happening with the main goal to keep public updated. They create stories and breaking news through different channels such as radio, television, online news sites, and printed newspapers and magazines.

## EDUCATIONAL PATH

Self-made from small local events to World Championships in the last 13 years. Other: Bachelor's degree (not completed) in finance and management with specialisation in Event and Sport Management.

## SKILLS

- Bilingual English / Norwegian
- WRC reporter & host
- RallyX reporter, host & commentator
- WRC Norwegian commentator
- Other: radio host/reporter, advertisements, MC & TV-shows
- Former racing driver 2009 - 2017





NAME

**MOLLY PETIT**

JOB TITLE

**Reporter, Host and Commentator**

### ► **First work experience** \_\_\_\_\_

Reporting from local Norwegian car events in 2006.

International breakthrough with FIA World RX Championship in 2014 as LIVE pit-reporter.

### ► **What does your life look like now?** \_\_\_\_\_

Since 2016 I have had a permanent role within the WRC as a reporter and host, but I will be taking a short break to have my first child at the beginning of December 2019. My return is expected for the second half of the 2020 season, and in the meantime I will be working more in the Scandinavian countries.

### ► **Your advice for the next generation** \_\_\_\_\_

There are so many great opportunities in motor sport and the sky really is the limit. It is important to find something you really love because that passion will give you the strength you need to handle the pressure and achieve the results you want! You also need to go after what you want and not expect that it will fall into your lap. Don't be afraid to feel that you deserve a position in the sport. Confidence is everything.

### ► **How can we contact you to get more information or help?** \_\_\_\_\_

Contact me on social media via my channels @mollysport or via e-mail [molly@mollypettit.com](mailto:molly@mollypettit.com)

# GRAPHIC DESIGNER

Graphic designers create visual concepts, by hand or using computer software, to communicate ideas that inspire, inform, or captivate consumers. They develop the overall layout and production design for advertisements, brochures, magazines, and corporate reports.

## EDUCATIONAL PATH

BSc Product Design Degree, University of Sussex  
CIM Professional Certificate in Marketing, University of Buckingham

## SKILLS

- Resilient
- Focused
- Creative
- Understanding
- Passionate about Design
- Determined





NAME

**MARY DICKINSON**

JOB TITLE

**Senior Graphic Designer, Mercedes-AMG  
Petronas Formula One Team**

### ► **First work experience**

My first relevant work experience was during university where I created web imagery and content for a holistic health company. My first job out of university was as a Product Designer, where I was fortunate enough to gain experience in product, web and graphic design. After four years of learning in this job, I moved to the Mercedes-AMG Petronas Formula One Team to work as a Graphic Designer.

### ► **What does your life look like now?**

I've now been working in an awesome Graphic Design team within the Marketing Department at Mercedes-AMG Petronas for almost five years. I've learnt a lot in this time and am lucky enough to work with some amazing people. As a Graphics team, we get involved in a great variety of projects across different departments. Our scope of work includes digital, print, apparel and interior design.

### ► **Your advice for the next generation**

Have confidence in your ability. Aim higher than you feel comfortable and in the process, learn as much as you can, from as many people as you can.

### ► **How can we contact you to get more information or help?**

You can reach me via email: [mdickison@mercedesamgf1.com](mailto:mdickison@mercedesamgf1.com).



# PHOTOGRAPHER

Photographers use their technical expertise, creativity, and composition skills to produce and preserve images that visually tell a story or record an event.

## EDUCATIONAL PATH

- Courses at Central Saint Martins College of Art & Design in London
- BA Industrial Design at Politecnico di Milano
- MA Photographic Studies at University of Westminster, London

Following my passion for photography, after completing a degree in Design at Politecnico di Milano, I moved to London where I followed my vocation and developed my own aesthetics in photography.

## SKILLS

- Able to foster a deep connection with people and situations and put emotions into images
- Trustworthy, I meet deadlines and can work under pressure
- Empathic and communicative
- Positive thinking
- Respectful of others
- Can speak multiple languages: Italian, English, Spanish, French





NAME

**MARTA ROVATTI STUDIHRAD**

JOB TITLE

**Photographer**

### ► First work experience

Having always been involved in sports and big events, it was natural for me to look for opportunities to work in this field which I have always considered very active and mind opening, given how passionate people are.

I was delighted to start working in Formula E during its first season (my first job in motor sport) and subsequently in WEC. This was made possible because, after completing an MA in Fine Art Photography, I started collaborating with art galleries in London and Milan; I've always been fascinated with beauty. Living in Milan, I quickly got involved in fashion photography as well, which was my first exposure to commercial work. It helped me to develop a distinctive eye for action, sports and motor sport in particular, and to create different aesthetic approaches.

### ► What does your life look like now?

2020 will be my sixth year in Formula E and I still can't get enough! I enjoy the race thrill, the paddock atmosphere and the connection with many people in the championship. However it is vital for me to have other jobs and other sports to shoot on the side, as I think it helps to keep a fresh eye on your subject. I've been working quite a lot in the sailing regattas industry and basketball matches too, which means every time I come back to motor sport I look at it in a different way. I've also been working in endurance and especially the Le Mans race, in the last few years. It's a completely different approach to car racing, from the city vibes of Formula E. I appreciate and value being able to see motor sport from such different perspectives!

### ► Your advice for the next generation

Dare. Dreams do come true. They don't come easy but it's definitely worth giving the best you can to achieve what you really want. There is space for talented, passionate and determined people and it's important to grab new opportunities whenever they arise but also to create your own ones. It takes a lot of work, effort and consistency and it's important to communicate openly and honestly with people.

### ► How can we contact you to get more information or help?

Feel free to email me at [marta@martarovattistudihrad.com](mailto:marta@martarovattistudihrad.com).

# CHIEF MEDICAL OFFICER

Chief Medical Officers are healthcare administrators who oversee the effective management of medical centres. They are responsible for managing clinical operations, liaising between administration and medical staff and ensuring that patients receive the highest standard of medical care.

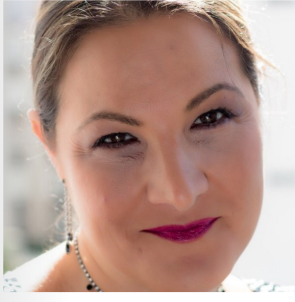
## EDUCATIONAL PATH

- Emergency Medical Technician (EMT-II) with Specialty in Mountain Search & Rescue (Mexican Red Cross)
- Medicine (Universidad Anáhuac, Mexico)
- Otolaryngologist and Head and Neck Surgeon (Hospital Español de México/ Universidad LaSalle, Mexico)
- Pre-hospital and Advanced Trauma Instructor, Course Coordinator and Instructor Trainer (1997-2007)
- Incident Command System (USAID/OFDA)
- National and International Motorsport Safety and Extrication Instructor (since 2003)
- International Diploma in Mountain Medicine (IMMED, Spain. Ongoing)

## SKILLS

- Prehospital and Advanced Emergency and Trauma Life Support
- Rescue and Extrication
- Disaster Management
- Planning, Logistics, Operation and Supervision of the Emergency Medical Services in Motor Sport
- Safety Training for Marshalls, Doctors, Medics, Fire/Rescue, and Crews
- Translation (Spanish-English-French)





NAME  
**JENNY BERTIN**

JOB TITLE  
**Chief Medical Officer**

► **First work experience** \_\_\_\_\_

Medical Services at National Races in Mexico: Rallies, Touring Cars, Formula Cars, Karting (since 2001).

► **What does your life look like now?** \_\_\_\_\_

Busy! Alternating my job as Specialist in Private Practice in Mexico City (where I currently reside) and my work in motor sport, travelling around the world. I'm always getting involved in projects, training others or continuing my own training in different areas. I have my dream job! You get a lot of responsibilities on your shoulders, stressful moments and long working hours, but the rewards are countless – if you like travelling, meeting amazing people, teamwork and putting yourself to the test under stress, then this is the job for you!

► **Your advice for the next generation** \_\_\_\_\_

It is difficult for women in the sport to constantly be questioned about their capabilities and frequently have to prove them. I felt frustrated quite often at the beginning, but I made it a challenge, a way to improve myself. Once you are confident in yourself, people start looking at you for what you are, what you can do and what you have achieved. My advice is: don't give up, take on the challenges, be humble and do your work with passion.

► **How can we contact you to get more information or help?** \_\_\_\_\_

You can write me an email at [jennybertin@yahoo.com](mailto:jennybertin@yahoo.com) or reach out to me on my social media channels – Twitter /Instagram: [jenny\\_bertin](#).

# FIA COMMISSION PRESIDENT

President of the FIA Disability and Accessibility Commission, where we oversee the inclusion of disabled people in motor sport. I am also a race and rally driver and an established International Keynote Speaker delivering talks on diversity to global companies and organisations.

## EDUCATIONAL PATH

BA Honours in English Studies from Nottingham University

## SKILLS

- Leadership
- Public Speaking
- Team Work
- Project Management
- Sports





NAME

**NATHALIE MCGLOIN**

JOB TITLE

**President of the FIA Disability and Accessibility Commission**

### ► First work experience

I took up a management role with my wheelchair rugby club at university. I set up and managed the training sessions for Nottingham Wheelchair Rugby Club and hosted the AGMs.

### ► What does your life look like now?

I run my own racing business where I perform ambassadorial roles for my sponsors, and I deliver global keynote speeches. I also work as the Disabled Motorsport Consultant to Motorsport UK (the UK ASN), where I advise them on all aspects of disabled motor sport. As well as carrying out my duties as an FIA Commission President, I am also an ambassador for Wings For Life and Dare To Be Different. Wings For Life is a Red Bull-funded charity that raises money for research into a cure for Spinal Injuries, and Dare To Be Different promotes female participation in motor sport and associated industries. With my partner Andrew I also run my own charity called Spinal Track, which offers disabled people track driving and rally experiences. I'm passionate about making motor sport accessible for everybody so I try and do as much as possible in my given roles to promote the sport to disabled people and women to increase diversity.

### ► Your advice for the next generation

Never let your gender or a disability limit your aspirations in life. What makes us different also makes us unique and being unique is a valuable asset in life. Just because you don't see anyone that looks like you in a particular industry or sport doesn't mean you cannot pursue it. If you have passion and drive then you will always be successful. Life is short so be happy and follow your dreams!

### ► How can we contact you to get more information or help?

You can contact me by writing me a message at one of my social media channels: Twitter/Instagram: @nathaliemcgloin or Facebook: @nathaliemcgloinracing

# BOARD MEMBER

Board members are the fiduciaries who steer the organisation towards a sustainable future by adopting sound, ethical and legal governance and financial management policies, as well as by making sure the non-profit organisation has adequate resources to advance its mission.

## EDUCATIONAL PATH

- Master of Business Administration – MBA (2017-2019)
- Bachelor of Science in Interior Design Engineering (2005-2009)
- Bachelor of Science in Computer Science (2002-2005)

## SKILLS

- Entrepreneurship
- Leadership
- Interior Design
- Project Management
- Car Racing
- Team management
- Marketing
- Painting
- Networking





NAME

**ASEEL AL HAMAD**

JOB TITLE

**Board Member at the Saudi Arabian Motor Federation**

### ► First work experience

I started my interior design business "IDEGREE DESIGN" right after I graduated in 2009. When Saudi Arabia announced their intention to lift the ban on women driving, I was asked to join the board and have a seat at the Saudi Arabian Motor Federation in December 2017. In the same month, I was given the additional responsibility of being nominated to become a member and represent Saudi Arabia on the FIA Women in Motorsport Commission.

### ► What does your life look like now?

Since joining the board of the Saudi Arabian Motor Federation, I am now putting my energies into nurturing and encouraging the next generation of women. In October this year I was selected as part of the 'Next Big Thing' campaign by the General Investment Authority, for helping to transform the image of Saudi Arabia. In November, I hosted the Girls on Track event during the Ad'Diriyah Formula E event, an initiative that I personally helped bring to the Middle East. I also attended the F1 event in Abu Dhabi, where I took part in an important panel discussion hosted by Williams and also presented the pole position trophy to my hero, Lewis Hamilton.

### ► Your advice for the next generation

I would wholeheartedly encourage the next generation to follow their dreams and do what they love, and to push themselves to become the truest articulation of their personality. Champions are born from hard work, and I always advise students to complete their education, which will provide them with a competitive edge and unique skills to use in their professional careers. Lastly, young people need to participate in the creation of healthy, vibrant communities, to demonstrate their abilities and inspire others in empowering vital parts of a well-rounded society.

### ► How can we contact you to get more information or help?

You can get in touch with me through my email address [contact@aseel.sa](mailto:contact@aseel.sa) Website: [www.aseel.sa](http://www.aseel.sa) Instagram [@aseel.ahamad](https://www.instagram.com/aseel.ahamad) Twitter [ASEEL\\_ALHAMAD](https://twitter.com/ASEEL_ALHAMAD) or LinkedIn [aseel-al-hamad](https://www.linkedin.com/in/aseel-al-hamad).





womeninmotorsport@fia.com

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#### **Social Media**

 @fiawim

 @fiawim

 FIAWomenInMotorsport

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FIA.COM

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