



GUENTHER STEINER

Renowned F1 Team Principal turned insightful leadership keynote speaker—candid, strategic,
and experience-driven

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- Led America's only F1 team, Haas, from inception (2014) to 2023 with measurable performance milestones
 - Built a competitive, high pressure team in a global spotlight, showcasing authenticity and resilience
 - Star of Netflix's Drive to Survive, known for humor, candor, and emotional engagement
 - Over 35 years in motorsport – rally, F1, NASCAR – offering unparalleled industry insights
 - Recently transitioned to commentary, punditry, and hospitality, bringing fresh perspectives on leadership and reinvention
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Guenther Steiner (born April 7, 1965, in Merano, Italy) is a charismatic motorsport engineer and manager with over 35 years of global experience across rallying, NASCAR, and Formula 1. After rising through the ranks at Mazda Rally Team Europe, Jolly Club, and Prodrive—where he led his team to the European Rally Championship—he entered F1 leadership as Managing Director of Jaguar Racing (2001–2003) and later as Technical Operations Director at Red Bull Racing.

In 2014, Steiner became Team Principal and the driving force behind Haas F1 Team, America's only constructor in the championship. Under his leadership, the team achieved landmark successes, including their debut points, first pole, and consistent top-10 finishes.

After stepping down at the end of 2023, Steiner reinvented himself as an F1 commentator (RTL, Canal+, Network 10), race ambassador (e.g., Miami Grand Prix), author (Surviving to Drive, Unfiltered), and hotelier—he owns Villa Steiner in Merano. Fluent in German, Italian, and English, he resides in North Carolina with his family.

Steiner offers audiences a rare blend of high-stakes leadership, transparent communication, and resilient team-building—delivered with the humor and authenticity that made him a household name.

TEMAS

Guenther tailors each presentation to the needs of his audience and is not limited to the topics listed below. Please ask us about any subject that interests you:

- High Pressure Leadership
- Authentic Communication
- Team Resilience & Transformation
- Data Driven Innovation
- Personal Reinvention

PROGRAMAS

From Garage to Grid

From rally mechanic to F1 Team Principal, Guenther shares how to scale teams with grit, expertise, and clear strategic insight.

Unfiltered Leadership

A candid dive into leading with transparency, humor, and courage in high-pressure environments, inspired by Drive to Survive.

Restart, Reinvent, Reignite

Post-Haas, Guenther explores career pivoting—embracing reinvention through commentary, writing, hospitality, and brand ambassadorship.

Marginal Gains, Major Wins

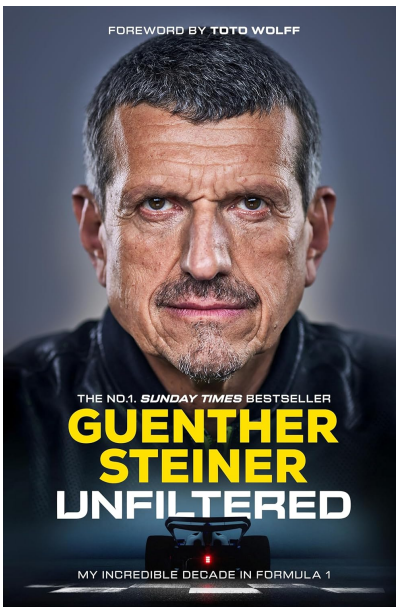
A data-driven perspective on continuous improvement: how small adjustments created significant performance impacts in F1.

Team Culture Under Pressure

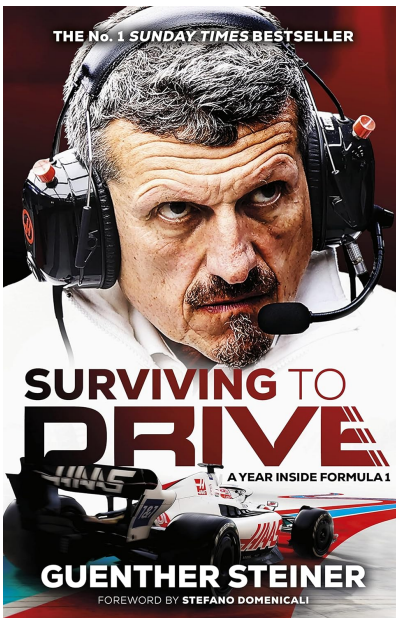
Strategies for fostering collaborative, resilient teams when every decision counts—on and off the track.

PUBLICACIONES

Libros



UNFILTERED



SURVIVING TO DRIVE

CONDICIONES

- **Travels from:** North Carolina, USA
- **Fee Range:** Please Inquire

*Fee Range:

Fee ranges listed on this website are intended to serve as a guideline. Please note: if a

speaker has a fee range listed such as USD 20.000 to USD 40.000, it indicates that the fee falls within that range. Speakers' fees are subject to change without notice. Fees often vary based on several factors, including speaker's availability, length of presentation, supply and demand, and event location, among others. Please contact us with your specific event details and requirements, and we will provide you with a precise quote.
