

MARK GALLAGHER

Ex Ejecutivo de Fórmula 1: Lecciones de la Fórmula 1 para el mundo de la empresa

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- Business insights from F1 to corporate clients around the world
- Held senior roles in the high-performance environment of Formula 1 motor racing during a 30-year career
- Has worked with many of the sport's leading drivers, including former World Champions Ayrton Senna, Michael Schumacher and Jenson Button
- Works closely with a number of the sport's major stars including David Coulthard, Mika Hakkinen and Jacques Villeneuve
- Between 2005 and 2010 Mark was a consultant to Pixar on its CARS and CARS 2 movies

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Mark Gallagher has held senior roles in the high performance environment of Formula 1 motor racing during a 30 year career. Today he is an author, broadcaster and industry analyst who continues to work with drivers and teams at the forefront of this global sport. He is also a renowned public speaker and since 1998 has provided compelling keynote presentations and insights to organisations world wide.

During his career he has worked with many of the sport's leading drivers, including former World Champions Ayrton Senna, Michael Schumacher and Jenson Button. Today he works closely with a number of the sport's major stars including David Coulthard, Mika Hakkinen and Jacques Villeneuve.

Mark's executive management career in Formula 1 included more than a decade on the management board of the successful Jordan Grand Prix team, running the world famous Cosworth engine business and helping establish the commercial arm of Red Bull Racing.

Mark has been a member of the technical working groups within the sport's governing body, the FIA, tasked with tackling challenges including environmental sustainability and safety, the latter being central to the sport's regulatory environment. He spent two years working on the energy efficiency regulations adopted by Formula 1 in 2014.

His expertise covers the commercial and operational management of Formula 1 teams, and includes the sport's regulatory, business and technology landscape. Since 1994 he has introduced some of the world's leading technology companies to the sport, playing a key role in the digital transformation of Formula 1.

Mark's career in Formula One commenced in 1983, working in media and communications before joining the start-up Jordan Grand Prix team in 1990. Mark joined the management board of Jordan in 1998, the team challenging for the World Championship in 1999.

In 2004 he was invited to join the Jaguar Racing organisation as it transitioned into becoming Red Bull Racing. In 2010 Mark was appointed head of the world-famous Cosworth Formula 1 engine company, supplying one-third of the teams in Formula 1 with engines and associated technologies.

Beyond Formula 1 Mark was the co-founder and owner of Status Grand Prix, competing in

lower formulae and international sports cars racing.

Since 2012 Mark has focused on his Formula 1 consulting business, Performance Insights, working with a range of clients across the sport. He is also a columnist, feature writer and broadcaster for GP Racing Magazine and Autosport, part of the global Motorsport Network.

He has written three books, Grand Prix - The Last 25 Years (WH Smith, 1999) and two editions of The Business of Winning (Kogan Page, 2014) with a fully revised, 2nd edition published on 3rd October 2021. Mark also collaborated with David Coulthard on his Sunday Times Best Seller The Winning Formula (Blink Publishing, 2018). Between 2005 and 2010 Mark was a consultant to Pixar on its CARS and CARS 2 movies.

TEMAS

Mark 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;

- Leadership
- Data-Driven Performance
- High performance team work
- Safety & risk management
- Change management
- Digitalisation
- Sustainability
- Diversity & Inclusion

PROGRAMAS

Keynote presentations, workshops and star driver appearances

Formula One is recognized around the world as providing a high speed, high risk spectacle, and Mark Gallagher provides clients with business insights from this compelling sport

through tailored keynote presentations, workshops and moderated appearances by star drivers.

One thing has become very clear during the course of working at hundreds of business events across a wide range of industry sectors; content from Formula One can be tailored to suit any business theme or topics, primarily because Formula One itself is a business.

High Performance Teamwork: How a team culture fuels high performance

A Formula One team has to design, manufacture, develop and operate a high performance vehicle which combines technologies from aerospace, automotive and ICT. Compliance is essential, so too ensuring that the cars are safe, reliable and high performing. Deadlines cannot be missed; the Grands Prix which comprise the FIA Formula One World Championships represent series of non-negotiable deadlines.

Team work is key; the top teams have 1000 staff, only 10% of whom attend the races, so the high performance team work starts weeks, months and years before an event in the research & development facilities and factories where these fascinating Formula One machines are developed. Trackside, the high performance team work continues, perfectly exemplified by the pit crews who can execute precision pit stops in 2 seconds.

Developing the right team behaviour and culture is a key focus for the leadership teams. This means ensuring that everyone is accountable, takes responsibility and understands the importance of avoiding silo-mentality and embracing cross functional communications.

Alignment behind the team's strategies and ambitious goals is a vital, so too having the agility to flex strategy in the face of constant changes in technology and the performance of competitors.

Data-Driven Performance: Using big data to accelerate success

More than any other sport, Formula One has embraced a data-driven business culture, particularly as regards its near-obsession with marginal gains and continuous improvement.

Starting in the late 1980’s teams began to develop the ability to gather, process, store and utilise information streams in order to better manage risk, optimise performance and

guarantee outcomes.

Data acquisition and analytics is now a cornerstone technology, enabling drivers, trackside engineers and headquarters staff to determine precisely how the car and driver is behaving, diagnose issues, resolve problems and speed decision making. As information flows seamlessly around the globe, linking car, team and factory, data security is essential, and robust systems ensure protection from multiple threats.

The use of simulators has transformed driver training, enabling systems to be learned, tested and developed in a virtual environment prior to real-world deployment. And with the advent of additive manufacturing, machine learning and AI across Formula One, the sport's use of Big Data to transform all aspects of its operations is set to accelerate further.

Safety & Risk Management: Turning risk into results

Safety is a first order priority in Formula One and the last 25 years have seen a profound change to the way in which the sport manages risk. Between 1950 and 1994 there were over 40 driver fatalities at events; there has been one since. This has been made possible by creating clear priorities as regards safety, mandated by the sport's leadership and shared by the individual teams and race promoters.

Process safety has played a key part in this transformation, whilst a data-driven approach to understanding incidents and accidents, backed up by extensive research and development, has created cars capable of withstanding high-energy impacts, and fully protecting their occupants.

The safety and risk management story goes far beyond the racing itself, the employees and contractors of the teams benefitting from best practices shared between the industry's HSE management. Furthermore the sport's governing body, the FIA, transfers knowledge gained from motor sport into promoting road safety around the world through its Action for Road Safety Campaign, employing the United Nations Safe Systems Approach and is a founding partner of the European New Car Approval Programme (EuroNCAP) which has transformed vehicle safety.

Change & Transformation: Driving business benefits from the pace of change

Business models break, new ones develop, technology evolves, regulations are revised and customers alter buying habits.

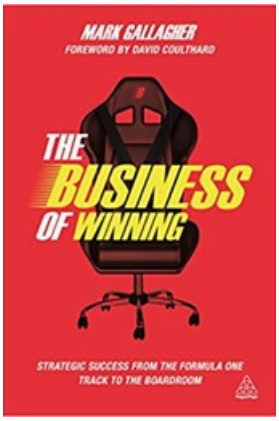
Every industry is witnessing change, and Formula One is no different; as a multi-billion dollar sport it has seen unprecedented change in the last 20 years. The number of events has grown, shifting from its heartland of Europe to a truly global calendar which sees 65% of events in long-haul destinations. The media landscape is changing out of all recognition; gone are the audiences made up of families watching television together, instead global sports are having to develop products to appeal to all ages and demographics, across multiple digital media platforms.

Not only are the sport's teams doing business in new places and in new ways, but diversification strategies are being implemented as business models evolve. The EU ban on Tobacco Advertising and Sponsorship in 2005 caused a seismic shift, so do did the aftermath of the 2008 financial crisis. Today teams are selling technology solutions into diverse sec-tors including automotive, healthcare, pharmaceuticals and aerospace; a radical transformation for Formula One teams, now operating as technology providers to industry.

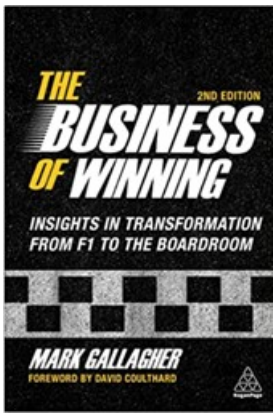
Above all, Formula One's leadership teams have had to communicate, manage and implement transformation strategies, bringing their teams with them, and ensuring that they make the most from embracing change.

PUBLICACIONES

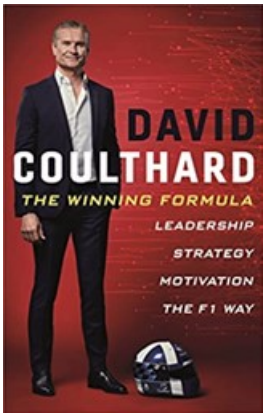
Libros



THE BUSINESS OF WINNING



THE BUSINESS OF WINNING



THE WINNING FORMULA

CONDICIONES

- **Viaja desde:** Londres
- **Fee Range:** Please Inquire