



## Bernie Collins

**MEDIA PERSONALITY · SPORTS PERSONALITY**

Bernie Collins is a Formula 1 strategy analyst and former Head of Race Strategy at Aston Martin who helps organisations understand high-performance decision-making, engineering thinking, and team strategy in elite sport.

- Formula 1 strategy analyst for Sky Sports F1 and contributor to official Formula 1 digital platforms.
- Former Head of Race Strategy for the Aston Martin Formula 1 team.
- Held performance and strategy engineering roles with McLaren and Force India, working with drivers including Jenson Button, Nico Hülkenberg and Sergio Pérez.
- Mechanical Engineering graduate of Queen's University Belfast.
- Author of *How to Win a Grand Prix: From Pit Lane to Podium*.
- Included in Forbes' 30 Under 30 Europe (Manufacturing & Industry).

### Bernie Collins's 2026 Biography

#### Key speaking topics

- Formula 1 race strategy
- High-performance team decision-making
- Engineering thinking under pressure
- Data-driven performance optimisation
- Leadership in elite sport
- Risk management in competitive environments
- Translating complex technical insight for business audiences

#### Ideal for

- Senior leadership teams
- Engineering and technical organisations
- Strategy and operations functions
- Corporate conferences focused on performance and decision-making

#### Audience outcomes

- Clear understanding of how race strategy decisions are made in Formula 1
- Insight into structured decision-making under time pressure
- Practical perspectives on teamwork in high-stakes environments
- Appreciation of data-informed performance management
- Greater clarity on aligning strategy and execution

#### AVAILABLE FOR

- Speaking

#### BERNIE'S SPEAKING THEMES

- Diversity, Equity & Inclusion
- Innovation & Disruption
- Leadership
- Peak Performance
- Risk Management
- Team Leadership

#### LANGUAGES: English

## Why organisations work with Bernie Collins

- Direct experience leading race strategy in Formula 1.
- First-hand insight into elite team performance and operational precision.
- Ability to translate complex engineering and strategy concepts into clear business lessons.
- Credibility from senior technical roles and recognised industry achievements.

## Biography

Bernie Collins brings front-line Formula 1 strategy experience to corporate audiences seeking insight into high-performance decision-making and data-driven execution. As a former Head of Race Strategy for the Aston Martin Formula 1 team and a current Formula 1 strategy analyst for Sky Sports F1, she operates at the intersection of engineering precision, risk management and competitive advantage.

Her career spans senior performance and strategy engineering roles with McLaren and Force India, where she worked trackside with drivers including Jenson Button, Nico Hülkenberg and Sergio Pérez. In these environments, strategy is not theoretical. It is built on real-time data, rapid scenario modelling and disciplined team communication under intense pressure.

Collins now translates the complexity of Formula 1 race strategy into clear, commercially relevant insight for business audiences. Through her broadcasting work across Sky Sports F1 and official Formula 1 digital platforms, she is recognised for explaining technical decisions, trade-offs and performance variables in ways that are practical and accessible.

A Mechanical Engineering graduate of Queen's University Belfast, she combines technical depth with strategic clarity. Her industry recognition includes inclusion in Forbes' 30 Under 30 Europe, and she is the author of *How to Win a Grand Prix: From Pit Lane to Podium*, offering a detailed view of how elite teams convert analysis into results.

For organisations navigating competitive markets, technological complexity and high-stakes decision-making, Bernie Collins offers first-hand perspective from one of the most demanding performance environments in the world.

## Bernie Collins's 2026 talks & topics

### Leadership

An inside look at how Formula One team leaders build and align large, complex organisations behind ambitious performance goals in one of the most demanding competitive environments in the world.

### Key takeaways:

- How high-performance cultures are created through accountability, psychological safety and cross-functional communication
  - The role of continuous improvement and data-driven measurement in driving competitive success
  - Why people, not technology alone, determine sustainable performance advantage
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### **Teamwork/Collaboration**

A practical exploration of how 1,800-person Formula One teams deliver against non-negotiable deadlines, execute under extreme pressure and remain aligned across global operations.

#### **Key takeaways:**

- The importance of shared purpose and strategic alignment across large organisations
  - Lessons from pit stop execution on precision, coordination and performance under pressure
  - How agility and collaboration enable teams to adapt to changing technology and competitive conditions
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### **Data-driven performance & Innovation**

An examination of how Formula One embeds data, technology and continuous innovation into every aspect of performance and decision-making.

#### **Key takeaways:**

- How data enables faster diagnosis, sharper decision-making and measurable performance gains
  - The role of simulators, additive manufacturing, machine learning, AI and GenAI in accelerating innovation
  - Why robust systems and technology security are essential in globally connected operations
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### **Change & Transformation**

An analysis of how Formula One teams manage ongoing transformation in a sector defined by regulatory, technological and commercial change.

#### **Key takeaways:**

- How leaders communicate and implement transformation strategies across complex organisations
  - The impact of digitalisation, media evolution and shifting customer expectations on business models
  - Practical lessons on guiding teams through continuous change while maintaining performance
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### **Diversity, Equality and Inclusion**

An overview of Formula One's evolving approach to diversity, equality and inclusion, and the structural initiatives designed to broaden access across the sport.

### Key takeaways:

- How long-term programmes such as F1 In Schools and Formula Student build inclusive talent pipelines
- The role of initiatives including Formula 1 Academy, FIA Girls on Track and team-led programmes in increasing representation
- How industry-wide and individual leadership actions contribute to structural change and equal opportunity

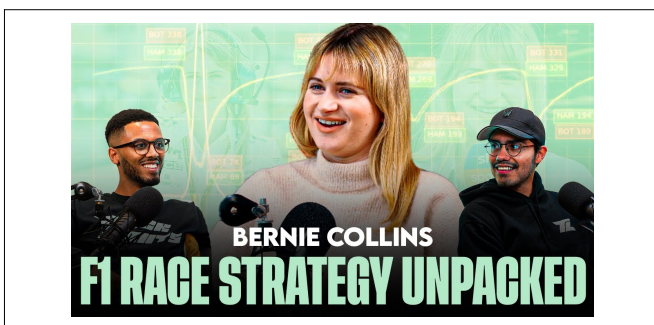
### Safety & Risk Management

A perspective on how Formula One has transformed its approach to safety and risk, balancing non-negotiable compliance with a culture that still rewards innovation.

### Key takeaways:

- Why safety systems, processes and technologies are shared to raise standards across the industry
- The distinction between risk aversion and managed risk in driving competitive advantage
- How learning cultures, rather than blame cultures, promote openness, innovation and continuous improvement

## Bernie Collins's Videos



## Bernie Collins's 2026 speaking fees

Specific fees fall within the ranges shown. These are presented as a guide only and are subject to change without notice.

	EUR	GBP	USD
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<b>Home Country</b>	Under €12000	Under £10,000	Under \$15000
<b>Asia Pacific</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>Europe</b>	Under €12000	Under £10,000	Under \$15000
<b>Middle East &amp; Africa</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>South America</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>United Kingdom</b>	Under €12000	Under £10,000	Under \$15000
<b>US East Coast</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>US West Coast</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>Virtual</b>	Under €12000	Under £10,000	Under \$15000