



## David Coulthard

CELEBRITY · SPORTS PERSONALITY

David Coulthard is a former Formula One Grand Prix winner and broadcaster who helps organisations understand high-performance decision-making, teamwork, and leadership through elite motorsport experience.

- Thirteen-time Formula One Grand Prix winner with race victories for Williams and McLaren.
- Five-time top-three finisher in the Formula One Drivers' World Championship, including runner-up overall.
- Former Formula One driver for Williams, McLaren, and Red Bull Racing.
- Delivered Red Bull Racing's first Formula One podium finish.
- President of the British Racing Drivers' Club, the organisation that owns and operates Silverstone Circuit.
- Co-founder of Whisper, a UK-based sports and entertainment production company, and Velocity Experience.

### David Coulthard's 2026 Biography

#### Key speaking topics

- High-performance leadership
- Decision-making under pressure
- Teamwork in elite environments
- Risk management and accountability
- Performance culture
- Strategy and execution
- Media, sport, and business crossover

#### Ideal for

- Senior leadership teams
- Corporate conferences and leadership events
- Organisations operating in high-pressure or high-risk environments
- Sports, media, and performance-driven businesses

#### Audience outcomes

- Clear insights into performing under sustained pressure
- Practical perspectives on leadership accountability
- Understanding of how elite teams align strategy and execution
- Lessons on managing risk and decision-making in fast-moving environments

#### AVAILABLE FOR

- After Dinner Engagement
- Guest Appearance
- Panel Participation
- Speaking
- TV and Media

#### DAVID'S SPEAKING THEMES

- Corporate Culture
- Entrepreneurship
- Leadership
- Peak Performance
- Risk Management

**LANGUAGES:** English

## Why organisations work with David Coulthard

Organisations work with David Coulthard for his direct experience operating at the highest level of global sport, his credibility as a former Formula One winner, and his ability to translate elite performance principles into clear, commercially relevant insights for leadership and business audiences.

### Biography

David Coulthard brings first-hand experience from the highest level of global motorsport, shaped by a Formula One career that delivered 13 Grand Prix victories and consistent top-three championship finishes. Racing for Williams, McLaren, and Red Bull Racing, he operated in environments defined by speed, risk, and relentless performance expectations.

At McLaren, Coulthard secured multiple race wins and played a central role in championship campaigns, while later helping to establish Red Bull Racing on the Formula One podium. His career reflects sustained performance within complex teams where decision-making, accountability, and execution are tested under extreme pressure.

Beyond the cockpit, Coulthard has remained closely connected to the sport's strategic and governance landscape. He serves as President of the British Racing Drivers' Club, the organisation that owns and operates Silverstone Circuit, and is a familiar face in Formula One broadcasting through his work with Channel 4 and on the sport's global broadcast feed.

Coulthard is also active in motorsport and media entrepreneurship. He is co-founder of Whisper, a UK-based sports and entertainment production company, and Velocity Experience, which delivers premium brand and motorsport experiences. He has also co-founded More than Equal, a programme focused on accelerating the development pathway for elite female racing drivers.

He is the author of *It Is What It Is* and *The Winning Formula*, which explores leadership, strategy, and motivation through the lens of Formula One. Awarded an MBE, Coulthard combines elite sporting credibility with board-level perspective, making his insights highly relevant to organisations focused on performance, leadership, and culture under pressure.

## David Coulthard's Videos



## What David Coulthard's clients say

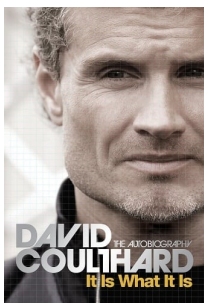
We were really pleased with David at the event. We have received a lot of positive feedback. His speech was exactly what we were looking for and his generosity with his time afterwards to interact with our clients was much appreciated. Thank you for your help with everything. I am sure we will work with you again in the future.

**Clare**  
*Macquarie*

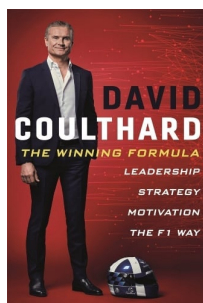
Absolutely fantastic.

*CWA Event Management*

## DAVID'S LATEST BOOKS



**It Is What It Is**



**The Winning Formula:  
Leadership, Strategy and  
Motivation The F1 Way**

## David Coulthard'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.

	<b>EUR</b>	<b>GBP</b>	<b>USD</b>
<b>Home Country</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>Asia Pacific</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>Europe</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000
<b>Middle East &amp; Africa</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>South America</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>United Kingdom</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>US East Coast</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>US West Coast</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>Virtual</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000