



## Guenther Steiner

Performance culture is easy to declare and hard to build. Most leadership teams set standards, then quietly lower them the moment competitive pressure intensifies. The harder question is whether accountability, ownership, and decision-making clarity can survive intact when an organisation is simultaneously managing failure, resource constraints, and the expectations of a public result.

Guenther Steiner built the Haas Formula One Team from a business plan to a competitive F1 operation, and gives organisations a practitioner's account of what genuine performance culture, high-stakes accountability, and leadership under sustained pressure actually require.

### Guenther Steiner's 2026 Biography

#### AVAILABLE FOR

- Speaking

### Why organisations work with Guenther Steiner

- He built a Formula One team from scratch – conceived at his kitchen table during the 2008 financial crisis, brought to the F1 grid seven years later as the first American constructor in thirty years. No other motorsport speaker can talk about team-building from that starting point.
- His account of accountability is grounded in an environment where failure is timed, televised, and scored. The feedback loop for culture and decision-making in F1 is compressed to minutes, not quarters, which makes his observations directly transferable to any organisation managing high-visibility performance.
- The Netflix series *Drive to Survive* documented his leadership style across multiple seasons before a global audience. Organisations booking Steiner get a speaker whose directness and authenticity are already known – the profile is established, not claimed.
- His perspective spans the full leadership lifecycle – from mechanic to technical manager to managing director (Jaguar Racing), to founding principal (Haas F1), to team owner (Tech3 MotoGP). That breadth is unusual among elite sport speakers who typically occupy a single role.
- *Surviving to Drive*, his account of a full F1 season from inside the principal's office, reached No.1 on the Sunday Times bestseller list. The book provides a structured intellectual foundation for his speaking that event organisers can build audience preparation around.

#### GUENTHER'S SPEAKING THEMES

- Business Strategy & Growth
- Corporate Culture
- Peak Performance
- Risk Management

#### LANGUAGES: English, German, Italian

### Biography highlights

- Team Principal, Haas F1 Team, 2014-2023 – led the organisation from formation through eight seasons, including a 5th-place Constructors' Championship finish (2018) and the team's first pole position (2022)
- Managing Director, Jaguar Racing (2001-2003), recruited by Niki Lauda;

Technical Operations Director, Red Bull Racing (2004-2006)

- More than a decade in the World Rally Championship, working with multiple manufacturers including Mazda, Prodrive, and M-Sport Ford, alongside drivers Colin McRae and Carlos Sainz Sr
- Founder and President of Fibreworks Composites, a carbon composites engineering and manufacturing business
- Author of *Surviving to Drive* (2023, Sunday Times No.1 bestseller) and *Unfiltered: My Incredible Decade in Formula 1* (2024)
- Led acquisition of Tech3 MotoGP team in September 2025; assumes CEO role from 2026 – his first major ownership position in motorsport

## Biography

Guenther Steiner wrote his first Haas business plan at his kitchen table during the 2008 financial crisis. Seven years later, the team made its Formula One debut at the 2016 Australian Grand Prix, scoring points in its first race – the most successful debut by a new constructor in F1 this century.

That founding story is the foundation of his organisational argument. Building a competitive F1 team with limited resources, in a field where performance is measured to thousandths of a second and broadcast to a global audience, produces a specific kind of leadership discipline. Accountability cannot be deferred. Culture either holds under pressure or it does not. Steiner ran that environment for a decade.

His career before Haas is equally instructive. He came up through the World Rally Championship as a mechanic and technical manager – working with championship-winning teams at Mazda, Prodrive, and M-Sport Ford – before Niki Lauda recruited him as Managing Director of Jaguar Racing in F1 in 2001. The transition from engineering discipline to senior management, and eventually to team ownership, gives his perspective a structural credibility that purely managerial career paths rarely provide.

In September 2025, Steiner led a consortium to acquire the Tech3 MotoGP team, taking on the CEO role from 2026. The move signals a deliberate expansion of his leadership platform from management to ownership – and adds a new chapter to a practitioner argument about building and scaling competitive motorsport organisations that is already two books and one Netflix series deep.

## Key speaking topics

- High-performance team leadership
- Founding and scaling organisations under resource constraints
- Accountability and decision-making under competitive pressure
- Performance culture in high-stakes environments
- Managing risk and failure
- Operational resilience in elite sport
- Leadership transition and team ownership

## Ideal for

- Senior leadership teams and C-suite audiences navigating competitive or high-accountability environments
- CHROs and transformation leads working on performance culture and ownership
- Boards and executive teams in capital-intensive, operationally complex

sectors (manufacturing, technology, professional services)

- Corporate audiences familiar with *Drive to Survive* seeking direct engagement with a practitioner whose leadership style is already known

## **Audience outcomes**

- A concrete framework for the relationship between culture, accountability, and performance – drawn from an environment where those variables are tested in real time
- Specific examples of leadership decisions made under resource constraints and public scrutiny, with the reasoning behind them
- A clearer understanding of what founding and scaling a high-performance operation actually requires, distinct from received management theory
- Practical perspective on managing failure productively – how teams that lose well build the foundation for winning
- Direct insight into what separates declared performance standards from lived performance culture

## **Guenther Steiner's 2026 talks & topics**

### **Leadership**

Delivers an inside account of how Formula One team leaders build large, complex organisations aligned around ambitious, non-negotiable performance goals.

#### **Key takeaways:**

- How F1 leaders create accountability, ownership, and clarity of expectation at scale
- The role of culture and cross-functional communication in sustained high performance
- Why people, not technology alone, determine competitive advantage

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### **Teamwork and Collaboration**

Examines how elite Formula One teams align large, distributed workforces around shared purpose, hard deadlines, and evolving strategy.

#### **Key takeaways:**

- Lessons from coordinating thousands of staff across factory and race operations simultaneously
- How alignment and shared goals enable execution under extreme pressure
- The importance of strategic agility when plans must change in response to live conditions

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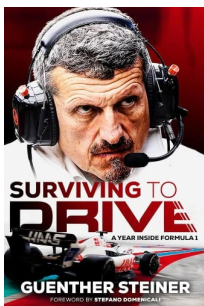
### **Culture, Accountability and Decision-Making**

A direct account of what genuine performance culture requires when the cost of failure is public, immediate, and scored.

**Key takeaways:**

- The gap between declared standards and lived culture - and how to close it
- How to make accountability a cultural norm rather than a reactive management tool
- What high-stakes decision-making looks like when iteration and delay are not options

## GUENTHER'S LATEST BOOKS



**Surviving to Drive: An exhilarating account of a year inside Formula 1, from the breakout star of Netflix's Drive to Survive**

## Guenther Steiner'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                |
|---------------------------------|------------------|-------------------|--------------------|
| <b>Home Country</b>             | Please enquire   | Please enquire    | Please enquire     |
| <b>Asia Pacific</b>             | €40000 to €90000 | £35,001 - £75,000 | \$50000 - \$100000 |
| <b>Europe</b>                   | €40000 to €90000 | £35,001 - £75,000 | \$50000 - \$100000 |
| <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  |