



Naomi Schiff

Most organisations have written policy on inclusion. Far fewer have changed how performance is judged or who gets the visible roles. That gap, between stated intent and lived experience, is what talent reads when deciding whether to stay.

Naomi Schiff is a racing driver and Sky Sports F1 analyst who helps organisations think more honestly about inclusion inside performance-driven, male-dominated cultures.

Naomi Schiff's 2026 Biography

Why organisations work with Naomi Schiff

- She has performed at the level she talks about. Schiff drove in the inaugural W Series in 2019, won the 2014 Clio Cup China Series with seven victories in ten races, and finished second in class at the 2018 24 Hours of Nürburgring. Lived authority is uncommon in the inclusion speaking circuit.
- The Sky Sports F1 analyst role is current. She is in the F1 paddock during race weekends, conducting on-grid interviews and post-session analysis. The examples she uses with corporate audiences come from this season.
- The W Series Diversity and Inclusion Ambassador title is a structured external credential. The W Series itself was designed to give female drivers a competitive route toward Formula 1, so the inclusion conversation she leads is rooted in operational reality.
- Bilingual in English and French, with broadcast credits across Sky Sports and Canal+. Useful for European corporate audiences and for events that need a host-fluent presence in both languages.

Biography highlights

- Sky Sports F1 analyst and presenter; full-time on the channel since 2023
- W Series Diversity and Inclusion Ambassador, appointed 2020
- Inaugural W Series competitor, 2019
- 2014 Clio Cup China Series champion with seven wins from ten races
- Second in class at the 2018 24 Hours of Nürburgring
- Co-presented the Mercedes-AMG Petronas F1 W13 launch with Natalie Pinkham, 2022

Biography

Few performance environments are as exposed as elite motorsport. At Le Mans or the Nürburgring, the car either makes the lap or it does not, and

AVAILABLE FOR

- Moderating and Emcee
- Speaking

NAOMI'S SPEAKING THEMES

- Diversity, Equity & Inclusion
- Inclusive Leadership
- Motivation and Inspiration
- Peak Performance
- Resilience & Stress Management

LANGUAGES: English, French

the data is in the public record by the next morning. There is no committee, no PR layer between driver and result.

When the W Series launched in 2019 as the first single-seater championship structured exclusively for female drivers, places on the grid were tightly contested. Schiff was selected for the inaugural season and appointed the championship's Diversity and Inclusion Ambassador the following year.

Her racing record runs across continents. The 2014 Clio Cup China Series, won with seven victories in ten races, brought a five-year contract with a German team. They raced the KTM X-Bow GT across the European GT4 series and 24-hour endurance events. At the 2018 24 Hours of Nürburgring, considered alongside Le Mans the most punishing endurance race in the world, she finished second in class.

From 2022 she joined Sky Sports F1 as analyst and presenter, co-presenting the Mercedes-AMG Petronas W13 launch with Natalie Pinkham. She went full-time on the channel in 2023. When online abuse questioned her racing credentials in 2022, Lewis Hamilton publicly defended her place on the Sky team, and the broader F1 paddock followed his lead.

Key speaking topics

- Diversity, equity and inclusion in male-dominated industries
- Performance under pressure
- Mental resilience and recovery
- Women in sport and motorsport
- High-performance team culture
- Broadcast hosting and event moderation

Ideal for

- CHROs, DEI leads, and women's leadership networks in male-dominated sectors such as engineering, automotive, energy and financial services
- Sponsor activation events and brand-led keynotes connected to motorsport or premium sport
- Conference programmes that need a host or moderator with current F1 access and bilingual capability

Audience outcomes

- A direct view of how the W Series was structured to create a competitive pathway for female drivers, and what that suggests for pathway design inside corporate organisations
- Specific examples from the F1 paddock of how teams handle pressure and make decisions at speed
- A sharper sense of what it costs to be the only woman in a high-performance professional environment, drawn from working experience
- A current take on the F1 ecosystem and how it manages performance and representation