



## Susie Wolff

### SPORTS PERSONALITY

Organisations that want more inclusive talent pipelines usually focus on recruitment. The real problem is upstream: the structures that determine who develops far enough to be recruited were never designed with inclusion in mind. You cannot change the output without redesigning the process. And redesigning the process requires someone who holds accountability for performance outcomes, not just representation targets.

Former Williams F1 test driver and Managing Director of F1 Academy, Susie Wolff helps organisations understand that inclusive talent pipelines and competitive performance are built together: and has the institutional track record to show how it is done.

## Susie Wolff's 2026 Biography

### Why organisations work with Susie Wolff

- She is the only executive who has both experienced structural exclusion at the top of global motorsport as a competitor and then returned to redesign those structures, giving her an argument that runs deeper than advocacy.
- F1 Academy under her leadership secured the backing of all ten Formula 1 teams, partnerships with Charlotte Tilbury, American Express, TAG Heuer and The LEGO Group, and grew to become the second-most followed motorsport series after Formula 1 - these are not diversity metrics, they are commercial outcomes.
- Her work addresses a specific organisational failure that most DEI programmes miss: talent exclusion is not primarily a selection problem, it is a pipeline and development problem. She has built the operational case study.
- Her track record spans the full leadership arc - elite competitor, team principal, CEO, series director - giving her credibility in conversations about performance culture, high-pressure decision-making, and building organisations that win under scrutiny.
- *Driven*, her memoir, was an instant Sunday Times bestseller on UK publication by Hodder & Stoughton, and was released in the US by Henry Holt in April 2026 with a Booklist Starred Review and Lewis Hamilton endorsement, extending her reach beyond motorsport audiences into mainstream leadership conversations.

### Biography highlights

- Managing Director, F1 Academy (Formula 1's all-female development series), appointed March 2023; reports directly to Formula 1 CEO Stefano Domenicali

### AVAILABLE FOR

- After Dinner Engagement
- Moderating and Emcee
- Speaking

### SUSIE'S SPEAKING THEMES

- Change Management
- Diversity, Equity & Inclusion
- Inclusive Leadership
- Leadership
- Motivation and Inspiration
- Peak Performance
- Talent Retention Strategies

**LANGUAGES:** English, German

- First woman to participate in a Formula One race weekend since 1992 – four FP1 sessions with the Williams F1 team, 2014–2015
- Seven seasons in the Deutsche Tourenwagen Masters (DTM) with Mercedes-Benz, 2006-2012
- Team Principal then CEO, Venturi Formula E team, 2018-2022; took the team from the back of the grid to Formula E Vice-World Champions and oversaw its sale to Maserati on departure
- Founder, Dare To Be Different initiative (2016); merged with FIA Girls on Track (2019)
- Author, *Driven* (Hodder & Stoughton / Henry Holt) – instant Sunday Times bestseller; executive producer of Netflix docuseries *F1: The Academy* (2025)
- MBE (2017) for services to women in sport; Honorary Fellowship, University of Edinburgh (2013); CNBC Changemaker (2026)

## Biography

Motorsport has long had a pipeline problem, not of talent, but of access. The structures that determined who made it to the top were built for a specific kind of competitor, and they were rarely questioned. Susie Wolff sat inside that system for over two decades: as a driver who pushed further into Formula One than any woman had in a generation, and then as the executive who went back to rebuild it.

Her driving career ran from karting to the Deutsche Tourenwagen Masters with Mercedes-Benz, then to Williams F1, where she became the first woman to participate in a Formula One race weekend since 1992 across four practice sessions in 2014 and 2015. When she retired from driving, she turned to the leadership side of the sport: first as Team Principal, then CEO, of the Venturi Formula E team. Over four seasons she took the team from the back of the grid to a Formula E Vice-World Championship finish, then oversaw its sale to Maserati before joining F1 Academy in March 2023.

At F1 Academy, Wolff has built something that did not exist before: a commercially viable, Formula 1-integrated development series for female talent, which now carries the liveries of all ten F1 teams, holds partnerships with brands including Charlotte Tilbury, American Express, TAG Heuer and The LEGO Group, and has grown to become the second-most followed motorsport series after Formula 1. She executive produced the 2025 Netflix docuseries *F1: The Academy* alongside Reese Witherspoon's *Hello Sunshine*. Her memoir *Driven* was an instant Sunday Times bestseller on UK publication by Hodder & Stoughton, and was released in the US by Henry Holt in April 2026 to a Booklist Starred Review.

What Wolff offers corporate audiences is not a motivational narrative with a motorsport backdrop. It is a specific and replicable argument: that inclusive talent pipelines are not built by changing who you select, but by redesigning the conditions in which talent is identified and developed. She has built that case inside one of the world's most commercially demanding sports, and has the results to prove it.

## Key speaking topics

- Inclusive talent pipeline design
- Leadership and performance under competitive pressure
- Organisational culture change in structurally resistant industries
- Executive leadership in high-performance sport

- Building commercial frameworks for underrepresented talent
- Resilience and ambition in elite environments
- Diversity as a strategic performance lever

## **Ideal for**

- C-suite and senior leadership teams working on talent strategy, diversity, or cultural transformation
- CHROs and People directors designing inclusive talent development programmes
- Leadership and strategy teams in automotive, engineering, technology, and financial services
- Sports business, sponsorship, and commercial leadership audiences

## **Audience outcomes**

- A clear framework for distinguishing between diversity as selection (reactive) and diversity as pipeline design (structural) with a real-world organisational example
- Understanding of how to build commercial buy-in for inclusion initiatives, grounded in F1 Academy's partnership and broadcast growth
- Insight into high-performance decision-making and the leadership qualities required to build organisations under public scrutiny
- A more specific vocabulary for talking about talent exclusion as a performance problem rather than a compliance issue
- First-hand perspective on what resilience, ambition, and goal-setting look like at the elite level, and how these translate into organisational contexts

## **Susie Wolff's 2026 talks & topics**

### **My Story: Motorsport Is Not Just a Man's World**

A personal account from karting at age eight through to making history in Formula One and building F1 Academy – a narrative that holds the structural and the personal in the same frame.

#### **Key takeaways:**

- The decisions and sacrifices required to compete in an environment designed to exclude you
- How purpose beyond personal ambition becomes a structural force for change
- What it looks like to take an institutional problem and build a systemic answer to it

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### **Diversity: Defined by Passion, Not by Gender**

An argument for why the frame of gender diversity in professional environments misses the more precise point – that organisations fail not on values, but on the structures that determine who gets access to development.

#### **Key takeaways:**

- Why inclusive cultures require structural redesign, not just attitudinal change
- The role of representation in expanding talent pools - and the commercial case for doing it
- Practical lessons from building F1 Academy's merit-based but structurally inclusive selection model

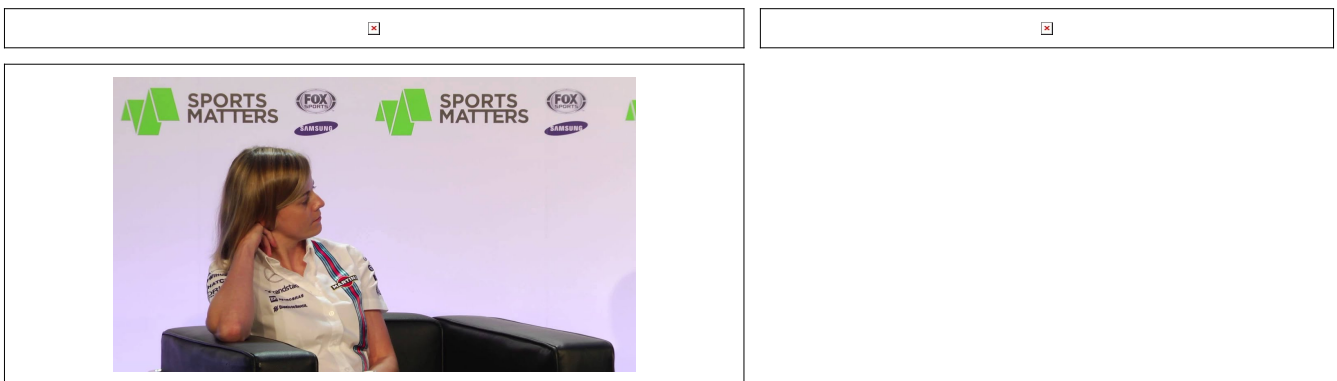
### **Motivational: Dream Big, Plan Precisely**

A session on ambition, goal-setting, and what it means to pursue high-stakes objectives inside systems that were not built for you.

#### **Key takeaways:**

- Why having a clear, committed goal outperforms contingency thinking in high-pressure environments
- The relationship between resilience, self-awareness, and performance under scrutiny
- How to build momentum inside organisations where the default conditions resist change

## **Susie Wolff's Videos**



## **What Susie Wolff's clients say**

Very good way to come across, good energy, humble, smart to make all topics very relevant for the audience. Engaging and fun overall

**Guest**  
*UBS*

Susie Wolff was really very inspirational. She has engaged our audience and was one of the favourite speakers and topic of the day

*Accenture Event*

She is very eloquent person and her stories are exciting and captivating. Susie Wolff represents her views very committed and is a true professional

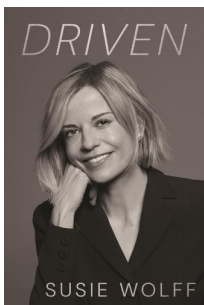
*UBS*

I've had the privilege of working with Susie Wolff for an executive event that our company has organized, In that time I have known Susie to be a personable, enthusiastic and a brilliant business woman and driver. Susie has built a strong reputation as someone with vision, diligence, and technical knowledge and I am thrilled I had the chance to experience seeing Susie implement these skills outside the race track. I found her speech at our conference to be incredibly valuable and educational, and so did the diverse group of automotive executive visiting our event. I strongly recommend Susie to anyone looking for a motivational or business speaker.

**Manuela Papadopol**

*Elektrobit Automotive*

## SUSIE'S LATEST BOOKS



**Driven: The Inspirational  
Memoir from Formula One  
Trailblazer and Managing  
Director of F1 Academy Susie  
Wolff - As Seen on Netflix**

**Susie Wolff'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>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>Asia Pacific</b>	€90000 plus	£75,000 plus	\$100000 plus
<b>Europe</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>Middle East &amp; Africa</b>	€90000 plus	£75,000 plus	\$100000 plus
<b>South America</b>	€90000 plus	£75,000 plus	\$100000 plus
<b>United Kingdom</b>	€40000 to €90000	£35,001 - £75,000	\$50000 - \$100000
<b>US East Coast</b>	€90000 plus	£75,000 plus	\$100000 plus
<b>US West Coast</b>	€90000 plus	£75,000 plus	\$100000 plus
<b>Virtual</b>	€12000 to €40000	£10,001 - £35,000	\$15000 - \$50000