



# Mark Gallagher

Formula One is a unique mix of business and sport, where strong leadership, efficient team work, split second decision making and a clear focus on delivery are required to compete at the highest levels in the 20 Grands Prix which comprise the FIA Formula One World Championship. Mark Gallagher has worked in Formula One for almost 30 years and has spent the last 15 working as senior executive within the management of Jordan Grand Prix, Red Bull Racing and Cosworth. While operating at the centre of this fascinating sports business, Mark has worked directly with the world's top drivers and team owners, giving him a privileged understanding of what it takes to be a world class competitor. Head of Marketing at the highly successful, race winning Jordan team over a ten year period, Mark was famously described as 'head of making things happen' in Eddie Jordan's dynamic organisation. He then joined Jaguar Racing and helped in its transition into the now-dominant Red Bull Racing team, before taking over responsibility from 2009 until 2011 for the return of Cosworth to Formula One.



„30 years of Formula One experience“

## THEMEN

- **Teamwork**  
All teams in the sport utilise high technology, attract significant revenues and combine to create the show that F1 has become. The leading competitors demonstrate a degree of team work and collaboration which can only be described as truly world-class.
- **Leadership**  
One of the most important attributes of leadership is the ability to empower staff, giving team members the opportunity to thrive, develop, innovate and ultimately develop leadership skills of their own; a key factor in determining those teams who unlock their talents and reach the heights of success.
- **Client Centricity**  
Formula One has entered a customer-centric age. It is often driver appearances at corporate events, featuring F1 show cars at trade shows and exhibitions and team endorsement – via technical case studies or the wider activities that help customers to brand-build and win business – that determine the success or failure of the team-customer relationship.
- **Motivation**  
How do you motivate people to go that extra mile, to do whatever is necessary to get the job done, often in the face of adversity whether it be a seemingly impossible deadline, limited resources or against formidable opposition?
- **Change Management**  
Change is always with us, and in the business of Formula One™ the teams forever have to manage change whether as a result of external or internal forces.
- **Brand Building**

## REFERENZEN & PRESSE

„Mark's presentation was tailored to fit our business and conference theme, the delivery was professional, highly motivating and extremely interesting for our large international audience. Mark received excellent feedback from all delegates.“  
Vice President Global Sales, Marriott Hotels International Ltd

„Mark brought the glitz of Formula 1™ racing right back to the basics of business and the fundamental role powerful teamwork, at all levels, plays in an enterprise's success. A compelling, insightful and inspiring story for all personnel in any organisation!“  
Managing Director, HEINEKEN Ireland

„Having heard him speak at an EADS Engagement Forum in Paris I asked Mark to speak at our Leadership Conference for Airbus in the UK. He was able to combine his experiences of F1, leadership and engagement in a humorous and enlightening way that really connected with the audience.“  
General Manager and Human Resources Director, Airbus

„Mark Gallagher was really an inspiration. He is a fantastic speaker with great examples from F1 which also offered additional value for our work. It was just 'spot-on and motivating'“  
Associate Director, Corporate First Choice Deutsche Post

„Thank you for your wonderful presentation. Your insights on the team work and motivation were truly exceptional.“  
Director of Marketing, British Airways

## HONORARE & SPRACHEN

Impulsvortrag    Auf Anfrage

Tagessatz        Auf Anfrage

Vortragssprachen 

## MEDIEN