



## Nick Fry

Former CEO for Mercedes AMG Petronas Formula One Team



### CSA CELEBRITY SPEAKERS

Nick Fry is the Former CEO and co-owner of Mercedes AMG Petronas F1 and was responsible for building the teams that won the 2009, 2014, 2015 and 2016 F1 Drivers and Constructors Championships. Working in F1 since 2002, he led a management buyout of Honda, creating Brawn GP and led the team to its first F1 victory and subsequent World Championships. Following the sale to Mercedes he continued to successfully manage and grow the team and recruited Lewis Hamilton in the process. A UK Business Ambassador, consultant and Venture Capitalist Nick continues to play a very active role in the world of Motor Sport, Engineering and Business.

**"A talented leadership and motivational speaker"**

#### In detail

Nick began his career with Ford Motor Company in 1977 as a graduate trainee. During his high performance career, he worked with Ford in the UK, Detroit and Germany. He soon moved to Aston Martin, where he was responsible for their modernisation from a bespoke British car manufacturer to the brand you see today, synonymous with quality and high performance. When Aston Martin were sold to Prodrive, he was appointed CEO, leading their expansion into engineering services as well as winning World Rally and Sports Car Championships.

#### What he offers you

Nick shares his insights and vision on how individuals and organisations can win and maintain high performance in highly competitive markets, drawing on the parallels from the fascinating world of F1. He demonstrates the key factors for decision makers wanting ROI from strategic planning and execution of programmes, ranging from management buyouts to developing innovative marketing and change management. A highly respected leader, he combines sports and commercial management experience, delivering outstanding results in global, cross-cultural environments.

#### How he presents

Nick is an enthusiastic and experienced speaker who engages audiences with his high performance presentations and exciting visuals.

#### Languages

He presents in English.

#### Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

#### How to book him?

Simply phone, fax or e-mail us.



Video