

# Nick Fry

## Globally Respected Business Leader in Formula 1

CSA CELEBRITY SPEAKERS

Nick Fry is the non-executive Chairman of McLaren Applied. He is also the Former Chief Executive Officer of the Mercedes AMG Petronas Formula One team and has a long track record in the automotive and motorsports industries.

**"A talented leadership and motivational speaker**

## In detail

Nick was responsible for building the teams that won the 2009, 2014, 2015, 2016, 2017 and 2018 F1 Drivers and Constructors Championships. Working in F1 since 2002, he led the team to its first F1 victory and subsequent World Championships. His career began at Ford Motor Company in 1977. Later he moved to Aston Martin, where he was responsible for modernising a bespoke British car manufacturer to the successful brand you see today. When Aston Martin was sold to Prodrive, Nick was appointed CEO, leading their expansion into engineering services as well as winning World Rally and Sports Car Championships. Nick led a management buyout of Honda, creating Brawn GPA.

## 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.

## Topics

- Strategic Leadership
- Building High Performance Teams
- Innovation and Technology
- Environmental Technologies and Sustainability
- Corporate Compliance
- Diversity and Risk
- Change Management
- How F1 Teams Drive Improvements in Performance Through Data

## 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 or e-mail us.

Video

## Publications

**2019**

Survive. Drive. Win