

Norbert Haug

Journalist & Former Vice President Mercedes-Benz Motorsport

CSA CELEBRITY SPEAKERS

Norbert Haug is a German journalist, and the former Vice President of Mercedes-Benz Motorsport, including Formula One, Formula 3 and DTM. Under his direction, Mercedes-Benz enjoyed considerable success in all categories, winning multiple races and championships.

"Business is like Formula 1 - only with many more competitors"

Im Einzelnen

For over 22 years, Norbert Haug was Head of Motorsports at Mercedes-Benz. Under his leadership Mercedes, along with its partner teams, won a total of four Formula 1 Drivers and two Constructors world championship titles between 1998 and 2009. In the DTM (German Touring Car Masters), Mercedes triumphed under Norbert's leadership between 1991 and 2012 against well-known factory teams like Audi or BMW in more races than all the competitors put together. Mercedes thus became the most victorious brand of the DTM. Out of 900 races in all the key motor sports categories, Mercedes won over 400 under the leadership of Norbert, of which 80 in Formula 1 and 140 in the DTM.

Seine Vorträge

In his talks and interviews, Norbert inspires with his authenticity and passion. He is very skilful at establishing easy to understand analogies between the challenges of motor sports and everyday work.

Sein Vortragsstil

An engaging and entertaining speaker, Norbert uses a mix of stories and anecdotes from his career combined with stunning images to challenge and inspire audiences to greater things.

Themen

Peak Performance in the Premium Class - Behind the Scenes of Formula 1 and DMC

The Way to the Top - Find your Own Turbo Loader

To Lead Means to Lead the Way - Respect Creates Success

Sprachen

He presents in English and German.

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Publikationen

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Mercedes in Motorsport