



WOMEN OF WTCR





CONTENT

Foreword of Michele Mouton	05
About WTCR	07
Sylvie Buzzighin Timekeeper, ITS Events	08
Michela Cerruti Operations Manager, Romeo Ferraris	12
Ksenia Em Sporting Co-ordinator – Touring Cars, FIA	16
Laurie Flores Event Promotion Executive, Eurosport Events	20
Michele Halder Racing driver, Motorsport Halder	24
Alexandra Legouix WTCR Presenter and Reporter, Eurosport Events	28
Carrie Mathieson Press Officer, Hyundai Motorsport Customer Racing Teams	32
Juliana Neto Physiotherapist, Honda Racing	36
Fiona Rees WTCR Teams Co-ordinator, Eurosport Events	40
Carmen Siemes Team Co-ordinator, Comtoy Racing	44
Ida Stromsaas Technician, Cyan Racing	48
Catherine Zappia Commercial Manager, Geely Group Motorsport	52

▶ **You are interested in a career in Engineering?**
Have a look at our dedicated booklet **Engineer Your Career!** 



For more than 10 years, the FIA Women in Motorsport Commission has been striving to demonstrate the inclusivity of our sport and to empower young girls and women of all ages to take a look at the wide variety of opportunities open to them.

Increasing gender equality across every industry and profession is so important and, in our sport, I do feel there have been positive changes. Through our own programmes we have opened the eyes of thousands of young girls to the world of motor sport, and increasingly we are seeing more and more women taking up positions that would previously have been labelled 'for the boys'.

In this booklet, we are delighted to introduce you to some of the females working in the FIA World Touring Car Cup, inspirational women who have very diverse roles across many areas. What draws them all together, however, is their passion and determination to follow their dreams.

Michèle Mouton
President
FIA Women in Motorsport Commission



WTCR FIA WORLD TOURING CAR CUP

The WTCR – FIA World Touring Car Cup is the pinnacle of customer touring car racing and sits at the top of the TCR category ladder.

Evolving from the FIA World Touring Car Championship ahead of the 2018 season, the WTCR is administered by the FIA and promoted by Eurosport Events.

Some of the best drivers in the business, including experienced campaigners and young talents aiming for the top, compete in turbocharged TCR cars from brands such as Alfa Romeo, Audi, CUPRA, Honda, Hyundai, Lynk & Co and Renault.

A Balance of Performance formula, sustainable biofuel from P1 Racing Fuels and tyres from Goodyear provide a level playing field, with power capped at 360bhp and speeds reaching 260kph.

Significant cost-control measures help maintain strong grid numbers and allow privateer teams with limited technical support from manufacturers to fight at the front.

The 2021 season is set to comprise five weekends in Europe ahead of a three-event Asia leg. Two practice sessions, a single three-stage qualifying session featuring two elimination periods, plus two races are timetabled at each event, which enjoy extensive live global broadcasting.

Points go to top five in the first and third qualifying stages, while the top 15 score in both races.

The first 10 places on the Race 1 grid are decided by the Q2 results reversed, meaning the driver who is P10 in Q2 starts Race 1 on the DHL Pole Position followed by the ninth fastest driver and so on. The results of the DHL Pole Position top-five Q3 shootout decide the first five grid places for Race 2.

As well as the FIA Drivers' and Teams' titles, the FIA Junior Driver Title is for the best racer 24 or under at the start of 2021 with no WTCC/WTCR experience prior to 2019. The FIA Female Driver Title is new for 2021.

Independent racers are eligible for the WTCR Trophy, while the TAG Heuer Best Lap Trophy and TAG Heuer Most Valuable Driver accolade are awarded at each event.

The Goodyear #FollowTheLeader recognises the driver at the head of the title standings after each qualifying session or race. They are presented with the Goodyear #FollowTheLeader yellow jacket and carry the Goodyear #FollowTheLeader yellow windscreen strip on their car until such time that they no longer top the points classification.

TIMEKEEPER

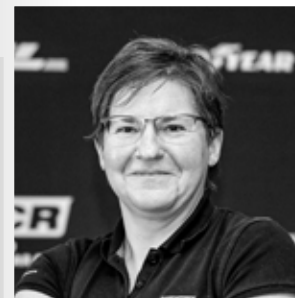
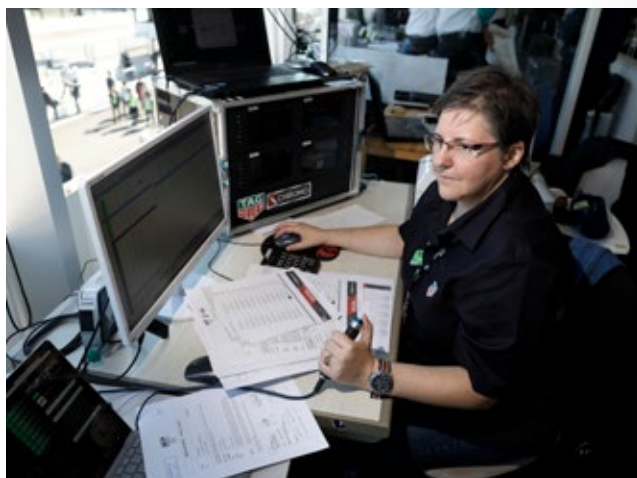
All duties associated with race event management are essential and come with an incredible amount of responsibility. Despite the availability of new technologies and greater automation, the timekeeper's job demands extensive experience and comes with extreme pressure due to the requirement to log every lap time set by every driver whenever they're on track. There's also a huge element of teamwork needed to be an effective timekeeper.

PROFESSIONAL BACKGROUND

I do not have the same professional background as a typical person working in motor sport. This is because I work as a timekeeper, which is a voluntary role, so I am like the marshals on all the French circuits, giving up my time but holding a French motor sport federation (FFSA) licence. Aside from my job in motor sport, I have a day job that I do during the week and this has nothing to do with the world of motor sport.

YOUR ROLE IN 3 WORDS

- Responsible
- Precise
- Calm



NAME

SYLVIE BUZZIGHIN

JOB TITLE

Timekeeper, ITS Events

► Have you always been passionate about motor sport or did you arrive in this industry by chance?

I arrived in motor sport by chance, thanks to my father's sister who was a co-driver in regional rallies and used to organise the Haute-fage-la-Tour hillclimb in Lot-et-Garonne every year. Of course, I was a big supporter of my aunt. One weekend in 1997, together with my parents we went to see her on a rally. It was then that I discovered the atmosphere of rallying, the stages with the stage starts and stage finishes. Then there were the stop lines where each competing crew can release the pressure after they discover what their time was. In fact, it all started at the stop point of a rally where I was asked if I would be interested in being a timekeeper for the FFSA because they lacked timekeepers. A few weeks later, I went to the Nogaro circuit in France to take the timekeeper C exam. That allowed me to begin exercising my function as a timekeeper on regional events. Then I worked at various French circuits and this allowed me to develop my experience and pass the timekeeper B exam, which allowed me to be able to do national events. After this I could take the timekeeper A exam, which is needed in order to do international events such as the WTCR.

► What makes you get up in the morning?

During the week I have my other job which has nothing to do with motor sport. For this reason, I can't wait for the weekend to arrive in order to be able to perform my function as a timekeeper, which has become a passion over the years. To experience the atmosphere of the circuits and to be able to rub shoulders with other people is something I really enjoy. The function of a timekeeper and the timing system has evolved enormously since 1997 and it's very exciting to be a part of this ongoing development.

► What is your greatest professional achievement?

My greatest accomplishment in motor sport was when I was asked if I wanted to be part of the FIA World Touring Car Championship timing team in 2015. It was a huge joy to get this opportunity and it was also a recognition of my qualities as a timekeeper after so many years of gaining experience on national events in France.

► **What are the main challenges you face when doing your job?** _____

To be able to continue as long as possible to exercise my functions as a timekeeper.

► **What advice would you give to young people hoping to work in motor sport?** _____

You need to be passionate.

► **If you could be someone else for a day, who would you like to be?** _____

Sébastien Loeb!

► **What has been the best moment in your career so far?** _____

The first FIA World Touring Car Championship event in 2015 at Termas de Río Hondo in Argentina. This was also my first international event as a timekeeper and my best moment so far.



OPERATIONS MANAGER

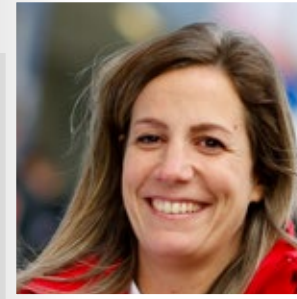
The job of an Operations Manager is wide-ranging and requires the same level of input both on- and off-event. Duties vary from overseeing staff and driver recruitment, managing logistics and suppliers, handling customer car sales, securing partnerships and putting all elements in place to ensure the creation of a race-winning operation.

PROFESSIONAL BACKGROUND

I graduated from university with a degree in psychology in 2009, the same year that I started racing myself. My career as a race car driver brought me from touring cars to GT3 with BMW Motorsport and to single-seaters in Auto GP and Formula E. Besides this career, I have always done some activities in motor sport such as being a commentator for Sky Sport in Italy and as a writer for different automotive and motor sport magazines in my country. I also presented a TV show about cars for Italian TV in 2018, which was a very fun experience.

YOUR ROLE IN 3 WORDS

- Challenging
- Intensive
- Dynamic



NAME

MICHELA CERRUTI

JOB TITLE

Operations Manager, Romeo Ferraris

▶ Have you always been passionate about motor sport or did you arrive in this industry by chance? _____

I discovered my passion for motor sport when I got my driving licence. Nobody had introduced me to this world of motor sport before that time. I realised the car was the best place to be for me and that speed made me feel alive.

▶ What makes you get up in the morning? _____

My son, my passion, my curiosity.

▶ What is your greatest professional achievement? _____

It is still to be accomplished.

▶ Can you describe a typical working day and what projects are you working on? _____

When we are not on track for a race or a test, I go to the office every day, which is my wonderland. We fix, prepare and improve every kind of car and, on the other side of the road, we build race cars. I take care of many aspects of the Romeo Ferraris company, from public relations and communication to human resources. During our days on track, I even drive our race cars when we don't have any of our hired drivers available to do the job.

▶ What are the main challenges you face when doing your job? _____

To manage the Romeo Ferraris company in order to be consistently on top of all the sectors we are working in, whether it concerns our road cars or race cars. And to drive the Romeo Ferraris staff through the difficulties they might face without losing motivation and efficiency. This is not an easy challenge considering the global situation we are living in at this time. For my personal challenge, this is to learn every day something new and improve myself thanks to any new skills I can acquire. This is in order to be a reference point for the people working with me.

► **What advice would you give to young people hoping to work in motor sport?** _____

Competence, passion, strength, flexibility and ambition are the key requirements to be successful in the motor sport world. What I've learned is that a no-limits human being does not exist. You need to know your limits, be aware of their nature, respect them, and try to move them forward a little bit, every day, step by step. The learning process is endless in this world of motor sport.

► **If you could be someone else for a day, who would you like to be?** _____

That's easy because I would be Lewis Hamilton.

► **What has been the best moment in your career so far?** _____

My first victory as a race driver, the Superstars Series at Monza in 2011, with a Mercedes C63 AMG prepared by Romeo Ferraris. As a Team Manager in the WTCR – FIA World Touring Car Cup, my first pole position in this capacity at Suzuka in 2018, thanks to Kevin Ceccon driving our Alfa Romeo Giulietta Veloce TCR.



SPORTING CO-ORDINATOR

Co-ordination is key to the successful running of all motor sport, but the role of the Sporting Co-ordinator is about so much more than being super-organised. Swathes of administration and documentation have to be completed before, during and after events and the level of liaison is vast, requiring dialogue with a host of different departments and organisations.

PROFESSIONAL BACKGROUND

I'm a sports events professional. After graduating from the university, I worked in an international Olympic sport federation for four years. During my work there I organised events in the same cities and at the same time as Formula 1 races – grands prix in Budapest and Baku.

YOUR ROLE IN 3 WORDS

- Events
- Logistics
- Liaison



NAME

KSENIA EM

JOB TITLE

Sporting Co-ordinator – Touring Cars, FIA

► Have you always been passionate about motor sport or did you arrive in this industry by chance?

No, it was only after seeing an F1 race at the Hungaroring in 2018 when I felt that I really want to be involved in motor sport events. The year after I applied for a job at the FIA and was successful in getting a position in one of the federation's sport departments.

► What makes you get up in the morning?

I really enjoy organising events and it is the passion that I have had since I was a kid. Every morning, I look forward to working on the organisation of FIA WTCR events and other related meetings.

► What is your greatest professional achievement?

Outside of motor sport – organising the qualifiers in boxing and working at the Rio 2016 Olympic Games. In motor sport – delivering the 2020 FIA WTCR season despite all the challenges that came with COVID-19.

► Can you describe a typical working day and what projects are you working on?

As I serve as the primary point of direct administrative contact for the WTCR – FIA World Touring Car Cup and the FIA Touring Car and GT Commissions and Sporting Working Groups, my typical day involves liaising with the ASNs, the promoter, teams, SWG and Commission members, and admin departments of the FIA. My work is very project-phase dependent. For example, a few months before the start of the season, most of my work revolves around setting up the IT systems (registrations, calendar, official appointments), then opening and overseeing the registrations, preparing contracts and appointments for external staff, and updating season documentation and so forth. During the season itself, I spend most of my time on the co-ordination of FIA staff, finalising documentation for event permits, monitoring and co-ordinating sport-related documentation, processes such as results management and other admin activities. Of course, I am also working at the events the Secretary to the Stewards.

► **What are the main challenges you face when doing your job?** _____

Although I had been very familiar with the processes and the work of the FIA, because it resembles that of other international sport federations, it took some time to adjust to the specificities of motor sport, especially to the technical side of the regulations and deliverables.

► **If you had to choose a mentor, anyone, who would that person be?** _____

In motor sport, I try to learn from the people that I interact with. I really enjoy working with the officials and the Commission members because they have been working in the industry for many years. In my personal life, I look up to my great grandfathers and grandfathers.

► **What advice would you give to young people hoping to work in motor sport?** _____

For my job specifically, it is helpful to have either motor sport or sport federation experience. Speaking more than one language also comes in handy.

► **If you could be someone else for a day, who would you like to be?** _____

Ayrton Senna in 1991, the year I was born.

► **What has been the best moment in your career so far?** _____

Working at Suzuka for my first motor sport and WTCR event and seeing the 2019 Japanese Super Formula final, which was running during the same weekend.



EVENT PROMOTION EXECUTIVE

The WTCR – FIA World Touring Car Cup enjoys extensive promotion managed by promoter Eurosport Events. Its team of hard-working professionals includes an Event Promotion Executive, who is charged with overseeing all promotional activities implemented onsite. These include photoshoots, filming activity, podium ceremonies and partner activation.

PROFESSIONAL BACKGROUND

I worked for five years at the Circuit Paul Ricard, mainly as an event coordinator. But I'm now an Event Promotion Executive at Eurosport Events. It's a position I've held for almost two years and gives me the opportunity to work in two FIA categories, the FIA European Rally Championship and the WTCR – FIA World Touring Car Cup.

YOUR ROLE IN 3 WORDS

- Coordination
- Chemistry
- Creativity



NAME

LAURIE FLORES

JOB TITLE

Event Promotion Executive, Eurosport Events

▶ Have you always been passionate about motor sport or did you arrive in this industry by chance?

In fact, I discovered motor sport eight years ago with a friend of mine who took me to Le Castellet for my very first time and... four months later I started my final internship at ORECA and this is how it all started for me.

▶ What makes you get up in the morning?

You have to give yourself the means to achieve your personal and professional objectives.

▶ What is your greatest professional achievement?

It's difficult to point one out but my first Bol d'or at Le Castellet in 2015 comes to mind. It was the biggest event of the season to organise with 1000 things to think about at the same time. Even if everything wasn't perfect at the end I was quite happy with the job that we were able to do with the team. More generally I'm happy to see where I am today and what I have done for the last seven years since I started working.

▶ Can you describe a typical working day and what projects are you working on?

There really is no real typical day but as we are working from home right now due to the COVID-19 pandemic, it's a lot of Zoom meetings, phone calls and emails. I am working on the promotion strategies of the various championships promoted by Eurosport Events, brainstorming on new ideas, creation of content, budgeting and working on the various guidelines and the handbook we issue to our various event promoters in advance of the season starting.

► **What are the main challenges you face when doing your job?** _____

For sure the main one is the need to be creative all the time. You always need new ideas from one event and one year to another and it's not always easy to find the right things to do. The other challenge is the intensity of the job and the succession of events during the season, even more now with the pandemic condensing the various calendars in the second half of the year. It means you are working on two or three events in advance while working on actual events each week. It's a big challenge but it's one I really enjoy and there is a great team of people supporting the various tasks that I manage.

► **If you had to choose a mentor, anyone, who would that person be?** _____

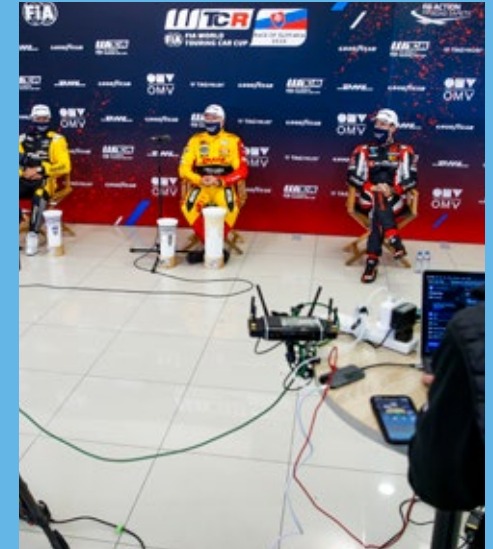
I don't really have one but if I have some reliable people around me then that's all I really look for.

► **What advice would you give to young people hoping to work in motor sport?** _____

Go for it and don't give up when you encounter your first difficult moment. You'll enjoy every second of it so keep going and keep working for your opportunity. It will come.

► **What has been the best moment in your career so far?** _____

Working on the organisation of the French Grand Prix at Circuit Paul Ricard in 2018. The level of work had to be on another level. But it was an incredible experience.



RACING DRIVER

A racing driver's duties don't start and finish when they climb aboard and exit their car. They're athletes, engineers, strategists, decision-makers, ambassadors, marketers, communicators and everything else. Being a racing driver demands ultimate concentration, strength, physical fitness, technique and belief.

PROFESSIONAL BACKGROUND

I have been in motor sport since I was five years old. I was in karting for 10 years and then switched to ADAC Formula 4 in Germany. After two years I made the switch to touring car racing and last season I raced in TCR Europe. I won one race and finished 15th in the championship. Now the dream is WTCR for 2021 because to drive against the best touring car drivers in the world would be really, really fantastic.

YOUR ROLE IN 3 WORDS

- Determined
- Ambitious
- Fast



NAME

MICHELE HALDER

JOB TITLE

Racing driver, Motorsport Halder

► Have you always been passionate about motor sport or did you arrive in this industry by chance?

As my brother, Mike Halder, is three and a half years older than me, I grew up on the race track and naturally wanted to try it out myself straight away.

► What makes you get up in the morning?

You can fight for your dream every day and give everything for it.

► What is your greatest professional achievement?

Winning a TCR Europe race at Zolder in September 2020.

► Can you describe a typical working day and what projects are you working on?

I work every day to make it possible that my brother and I make the step up to WTCR in 2021. We prepare for the season with fitness every day. I also have a textile finishing business. The aim for 2021 is to drive the whole season with my brother in the WTCR.

► What are the main challenges you face when doing your job?

In motor sport, the budget plays a very big role and I think that is one of the biggest challenges that you can get the complete budget. At the moment it's difficult because of COVID-19 affecting sponsorship but we are working on it and we hope we can be in WTCR in 2021. There are also many tracks we don't know but I do know the Nürburgring Nordschleife where WTCR Race of Germany takes place. It's an incredible track and of course it would be nice to drive at one of the tracks we know. I hope it will be possible for us to be there.

► **If you had to choose a mentor, anyone, who would that person be?** _____

Even when I was a small child, it would have been Michael Schumacher for me.

► **What advice would you give to young people hoping to work in motor sport?** _____

If young people want to work in motor sport, they should do it. It doesn't matter if you are a woman or not. If it is the goal you have, you should fight hard for it and you should not in any case give up on realising your dream.

► **If you could be someone else for a day, who would you like to be?** _____

No one, I am so satisfied.

► **What has been the best moment in your career so far?** _____

For me there are a lot of great moments in motor sport and I would say that each one has its own moment. But my best moment so far was when I was there for the first time in Zolder in Belgium with the TCR Europe last September. I won the second race of the weekend though I didn't know the track, I only had two free practice sessions to try to learn it and I didn't have an engineer. But it was a very great moment when I won the race straight away. I always believed in it and always fought for it.



PRESENTER AND REPORTER

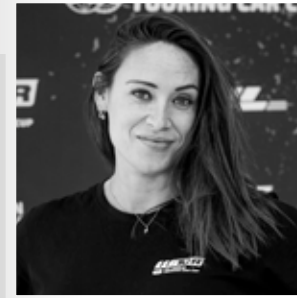
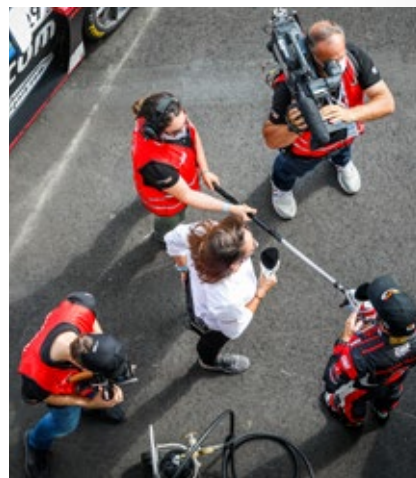
Essentially the face of the WTCR – FIA World Touring Cup, the Presenter and Reporter role is extremely visible and high-pressured and demands significant proactivity and reactivity. It requires the right questions to be asked at the right time to help convey the sense of atmosphere, anticipation and spectacle to fans following the action around the world.

PROFESSIONAL BACKGROUND

I went to theatre school and trained as a performer. I then trained briefly as a TV presenter in London. The rest of my presenting knowledge comes from experience and being thrown in the deep end over the years and learning on the job.

YOUR ROLE IN 3 WORDS

- Exciting
- Busy
- Rewarding



NAME
ALEXANDRA LEGOUIX

JOB TITLE
**WTCR Presenter and Reporter,
Eurosport Events**

▶ Have you always been passionate about motor sport or did you arrive in this industry by chance?

Not specifically but the passion has grown over the years and now I am a huge fan. While I was at theatre school I worked for a track day company in the UK called RMA. I just responded to an advert in the local newspaper looking for an event organiser. The first weekend on the job was at Spa-Francorchamps and I totally fell in love with the motor sport world. Then I started presenting a casino channel on Sky TV and I discovered I preferred TV presenting over acting. I was eventually asked to present the FIA World Touring Car Championship for Eurosport and the rest is history.

▶ What makes you get up in the morning?

Life, work and my relationship make me get up in the morning.

▶ What is your greatest professional achievement?

Being offered the role to present the WTCC was a huge accomplishment. I had worked so hard over the years leading up to it and had some really tough times. When I got that phone call, it completely changed my life.

▶ Can you describe a typical working day and what projects are you working on?

I will get to the circuit usually 90 minutes before the first track session. I check in on each team for any updates. Then we have a live TV briefing before I get ready with my sound gear and mic. I then head to the pitlane for the session start. During the sessions I am listening to commentary, keeping an eye on what's happening and feeding any information back to the commentators. At the end of the session, I interview the drivers. I also present the live broadcasts of the press conferences, the podium and the behind-the-scenes live show called *All Access*.

▶ What are the main challenges you face when doing your job?

Being prepared for whatever the job is. That is the biggest but most important challenge. I spend a day before every event writing notes so that once I get into the live show I am armed with information and feel totally ready.

► **What advice would you give to young people hoping to work in motor sport?** _____

The more authentic you are, the better you are at the job. Be you, then you will do the best work. And be prepared, be knowledgeable, listen and work hard.

► **What has been the best moment in your career so far?** _____

Carlos Sainz winning the Dakar when I presented it. Watching his journey over the three weeks was epic. For him to push himself to those kinds of extremes, at the age he is, was incredible. I know him very well as my fiancé is Carlos Sainz Jr's performance coach, so we are close to the family, and Senior is the most down to earth, humble gentleman who works so hard, mentally and physically to stay at the top of his game. So, to see that strength be so tested by the unrelenting dunes and unbelievable challenges he faced on the Dakar was like nothing else. It was extremely emotional interviewing him at the finish.



PRESS OFFICER

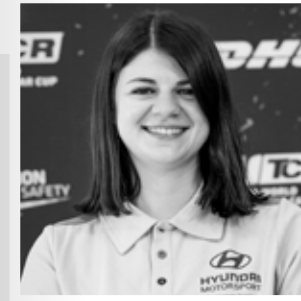
From handling media requests to proactively securing media coverage, the Press Officer also generates all external output from press releases to posts, tweets to statements. They oversee interview schedules for their drivers and senior team personnel, get them to press conferences and other functions on time, update websites and manage image galleries.

PROFESSIONAL BACKGROUND

After leaving university, I started a blog reporting on Formula E races – my first experience working in a motor sport paddock. I joined the SQN agency in the UK in 2017 as a content creator, offering PR and marketing services to Hyundai Motorsport and other clients in sport, technology and industry.

YOUR ROLE IN 3 WORDS

- Unpredictable
- Challenging
- Creative



NAME
CARRIE MATHIESON

JOB TITLE
Press Officer, Hyundai Motorsport Customer Racing Teams

▶ Have you always been passionate about motor sport or did you arrive in this industry by chance? _____

As a child I loved cars and even had a toy garage made for me by the father of one of my parents' friends. It had its own sign on the door - 'Carrie's Car Company'. It wasn't until 2009 that I became a fan of motor sport; Formula One distracted me as I studied for my school exams. Since then, I've been hooked.

▶ What makes you get up in the morning? _____

I enjoy the variety of working in PR and communications with multiple clients, no two days are the same. I enjoy crafting projects, campaigns and content that helps clients to tell their stories to their audiences.

▶ What is your greatest professional achievement? _____

I hope I'm still building up to it!

▶ Can you describe a typical working day and what projects are you working on? _____

When I'm in the office, I'll be working with my clients to develop communications plans to meet their business objectives, and then delivering written, social, and visual assets. At races, I'm responsible for managing the PR and media schedule, ensuring the drivers are on time to engagements and comfortable answering questions from the media or VIPs. I create and post content across social media channels, keeping fans up to date with the team's activities and session results, before writing and sending the press release summarising the weekend.

► **What are the main challenges you face when doing your job?** _____

Working with many clients means having to learn to juggle priorities. You want to ensure that every client feels valued and receives the same first-class service, whether it be on a project that last six months or a press release that needs turned around in a day. Deadlines can often clash, so time management and collaboration with peers is vital to maintaining a great client relationship.

► **If you had to choose a mentor, anyone, who would that person be?** _____

I'm very lucky to work with people who boast a wealth of experience and insights.

► **What advice would you give to young people hoping to work in motor sport?** _____

Write, write, write! Communications encompasses so many different elements today, and you have to turn your hand to producing a wide variety of content: press releases, website features and social copy all have distinctive tones of voice. You'll also need to be familiar with every social media platform and comfortable creating content that works for each.

► **If you could be someone else for a day, who would you like to be?** _____

I'd like to have the power of a race engineer, making critical calls in high-pressured situations – or the safety car driver.

► **What has been the best moment in your career so far?** _____

So far, it has to be Norbert Michelisz winning the 2019 WTCR title. I saw first-hand the role that every member of the team played in that victory, and witnessed just how much it meant to them to defend their crown. It was a privilege to be there in Malaysia with them and to be tasked with capturing and sharing it.



PHYSIOTHERAPIST

Physiotherapists working in motor sport must ensure their drivers – and in some cases team personnel – are in top condition to perform at the highest level at all times. They oversee preparation and recovery – such as warm-up and warm-down exercises – they oversee their food and drink intake, support their mental preparation, devise their training plans and assist in the event of injury.

PROFESSIONAL BACKGROUND

I started working in sport in 2010 with the Portuguese Athletic Federation and the Portuguese Olympic Committee and have experience in different sport environments like the UEFA Champions League and Olympic Games. In motor sport I have experience in Formula E, Formula 3, DTM and some 24-hour races. In WTCR I work as a physiotherapist and osteopath and am responsible for the human performance of the Honda Racing drivers since 2019.

YOUR ROLE IN 3 WORDS

- Support
- Performance
- Holistic



NAME

JULIANA NETO

JOB TITLE

Physiotherapist, Honda Racing

► Have you always been passionate about motor sport or did you arrive in this industry by chance? _____

I remember when I was young I was watching F1 with my Dad at home, but I never thought about working in this world specifically. But thanks to Emiliano Ventura I was given this huge challenge and I decided to accept it.

► What makes you get up in the morning? _____

I get up every morning to keep growing in my field, to be an example for my son one day and knowing I am doing the right steps for my future goals and knowing I am doing a job that really makes a difference and people feel it.

► What is your greatest professional achievement? _____

To have kept working continuously in the highest competitive level and trying to make my mark in the sports world as a performance coach.

► Can you describe a typical working day and what projects are you working on? _____

My days aren't so typical. In a race weekend I am responsible for everything that's related with the drivers so they just need to be focused on racing. We discuss performance schedules for the weekend and I manage their nutrition, the warming up, the recovery part, some specific work with each driver, mental work, physical work or whatever they need. It's always changing every race weekend and it's not very typical. Away from the track I am the Clinical Director of the Bioperformance Motorsports Institute, which is the main project I am developing, while also managing my role as a performance coach with several teams and athletes.

► **What are the main challenges you face when doing your job?** _____

I need to keep myself updated with knowledge of all areas. I am the first line for the health of my team. My education is in physiotherapy and osteopathy but I also need to know other areas such as nutrition, psychology, physiology and medical support to be able to take care of the drivers. I need to be able to grow inside the team as a team member and as a woman in a man's world. I also want to show to the world women can be in motor sport in a really important role.

► **What advice would you give to young people hoping to work in motor sport?** _____

Keep working hard, be humble, follow your dreams and if you put everything you have into everything you do everything is possible.

► **If you could be someone else for a day, who would you like to be?** _____

I would like to be Valentina Tereshkova, the first and youngest woman to travel into space on June 7, 1963. Her example proved there is no barriers at an intergalactic level at a time when female participation was a taboo.

► **What has been the best moment in your career so far?** _____

Definitely Tiago Monteiro's victory in the WTCR in Vila Real in 2019. It was a moment of reward after such a long journey of rehabilitation. Really it was the highest moment for us.



TEAMS CO-ORDINATOR

Some 500 team personnel work onsite at WTCR – FIA World Touring Car Cup events and the Teams’ Co-ordinator will know who they are, what they eat, when they fly and arrive and where they sleep. A vital cog in a very big wheel, the role is one of administrative and planning excellence and is paramount to the smooth running of race weekends and the WTCR in general.

PROFESSIONAL BACKGROUND

I moved into motor sport, starting in the WRC, 15 years ago, working with the Subaru World Rally Team. I then moved to touring cars in 2007 as Team Co-ordinator for the RML Chevrolet World Touring Car team. After that I started a motor sport travel management company and then moved to Eurosport Events as Teams’ Co-ordinator in WTCC and then WTCR from 2014.

YOUR ROLE IN 3 WORDS

- Rewarding
- Fast-paced
- International



NAME

FIONA REES

JOB TITLE

WTCR Teams Co-ordinator, Eurosport Events

► Have you always been passionate about motor sport or did you arrive in this industry by chance?

I grew up surrounded by rallying as my father was competing in the British Rally Championship and then working with the Subaru World Rally Team through the 1990s and 2000s. It was his travel stories that inspired me and the photos of the Safari and Hong Kong to Beijing rallies and the snakes in Malaysia. I remember driving around Wales on weekends looking for suitable spots for the team to stop for service between stages. So, in some ways, it's part of my DNA.

► What is your greatest professional achievement?

The first FIA title with RML, which was my last year with them. We won the 2010 WTCC Drivers' title with Yvan Muller and the Manufacturers' title with Chevrolet. Macau will always be a special place to me for this reason. I am also proud of setting up the motor sport travel department in the agency I moved to after RML. From scratch I won clients in Formula One, WRC, WTCC and GT racing. Some weekends I could have teams in five different locations while managing their full travel schedule.

► Can you describe a typical working day and what projects are you working on?

No two days are the same. As the WTCR Teams' Co-ordinator my main responsibility is to be the point of contact between the promoter and the teams. I manage all event administration, competitor information, entry lists and passes, plus the official season test. I also work with each circuit for all pre-event planning. When we race overseas, my role also involves co-ordinating the catering for the full WTCR paddock. I work closely with the FIA, attending the Sporting Working Groups for developing the series as well as the FIA Touring Car Commissions. On events I am the main point of contact and the person everyone comes to first for onsite queries.

► **What are the main challenges you face when doing your job?** _____

Working in a world-level motor sport series, sometimes the biggest challenges are the cultural divisions. These can also be the most rewarding as we are working towards the same goal, to deliver a WTCR event on a global platform, but the communication and the working style can be very different.

► **If you had to choose a mentor, anyone, who would that person be?** _____

I have learnt a lot over the years from different people which has mostly been men to be honest, but the landscape has changed. The women driving the Women in Motorsport initiative forward, who are constantly looking for opportunities inspire me; Susie Wolff and her engagement of the younger and next generation, Silvia Bellot, the first female FIA Race Director and someone I have had the pleasure to work with. Then there are the women who are now holding equal positions to their male counterparts, such as manufacturer project managers, heads of engineering, team managers, race mechanics... breaking the mould that women are just part of the marketing department.

► **What advice would you give to young people hoping to work in motor sport?** _____

Enthusiasm, friendliness and knowledge are key. Work at race circuits, in a team, within an ASN, volunteer. For females in particular, the FIA Women in Motorsport movement has been really supportive through their social media and online seminars. Don't be afraid to say yes to an opportunity!



TEAM CO-ORDINATOR

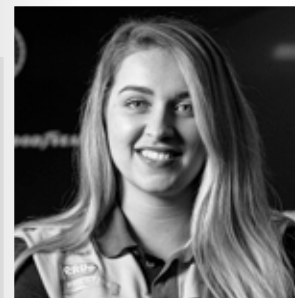
As well as a Team Manager, each WTCR – FIA World Touring Car Cup entrant will count on the expertise of a Team Co-ordinator. They arrange for their drivers and team personnel to get from base to track, make sure they have a place to stay, team uniform to wear and food and drink to sustain them throughout a race weekend. It's a role that requires significant flexibility and great responsibility.

PROFESSIONAL BACKGROUND

Over the years, next to being a student, I have built up my knowledge in the fashion industry and also in the racing industry. From working on the website of fashion companies, working in the fashion stores to working in two race teams.

YOUR ROLE IN 3 WORDS

- Adventure
- Teamwork
- Passion



NAME
CARMEN SIEMES

JOB TITLE
Team Co-ordinator, Comtoyoy Racing

► Have you always been passionate about motor sport or did you arrive in this industry by chance?

I have developed a serious interest in the motor sport industry when I was 16 years old. From visiting races with my Dad, I gained interest in pursuing a career in motor sport. From then onwards I started finding my way in the industry.

► What makes you get up in the morning?

Knowing that together with my team we will be fighting each day for the same goal. We will all show up with the spirit to move forward and fight for achievements. Sharing a common goal is what motivates each other to do better each day.

► What is your greatest professional achievement?

It would have to be winning the TCR Europe driver and team championships with Mehdi Bennani and Comtoyoy Racing. The results during the 2020 season were great for our team. It has been a team effort and I am very proud to be a part of it.

► Can you describe a typical working day and what projects are you working on?

Depending on the location of either being in the office or being at the circuit, I generally organise the event for the team. This varies from logistical plans, accommodation, entry for the team, arrival of guests, the social media of the team and the PR onsite. It is important not to have a typical nine-to-five set mentality when working in the motor sport industry because things are changing all the time and you have to adapt.

► **What are the main challenges you face when doing your job?** _____

Organising race events for 30-plus people from different countries when having back-to-back races and the pandemic restrictions. But seeing everything settle during a race weekend and it all come together is an incredibly satisfying feeling.

► **If you had to choose a mentor, anyone, who would that person be?** _____

I could not specifically choose a mentor. I prefer to learn something from each person that I come across during my career. There is not one person that I want as a mentor. I think there can be lessons learned from each person that you meet.

► **What advice would you give to young people hoping to work in motor sport?** _____

Make sure to network, get to know people within the industry. Reach out to people on social media in order to get in contact. The motor sport industry can be exclusive, and niche and it is all about who you know.

► **If you could be someone else for a day, who would you like to be?** _____

I would like to be Lewis Hamilton. Knowing what it is like to drive for a top team, winning races in a field of the top 20 best drivers in the world.

► **What has been the best moment in your career so far?** _____

Definitely the moment when our team and our driver became TCR Europe champions at Jarama in Spain last November. That was when you could see the emotion in everyone's eyes and their facial expressions. You could see all the hard work had come together and was being paid off. These are the moments we strive for in racing.



TECHNICIAN

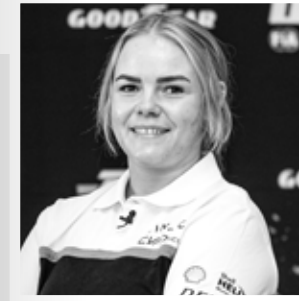
From setting up, checking, refuelling and cleaning their car, technicians work hard for long hours, possess incredible attention to detail and skill, demonstrate outstanding teamwork, manage pressure and make the difference between winning and losing. And away from the track, there's extensive preparation and maintenance to complete.

PROFESSIONAL BACKGROUND

After I finished my high school education to become a motor sport mechanic, I've been working in different teams and with different cars. It started with Formula Renault 1.6, later I moved onto touring cars in the Swedish championship. After I moved to Germany and got employed by Hyundai Motorsport to work on their WRC cars. For the last two years I've been employed by Cyan Racing where we are competing in the WTCR.

YOUR ROLE IN 3 WORDS

- Very hard work



NAME

IDA STROMSAAS

JOB TITLE

Technician, Cyan Racing

► Have you always been passionate about motor sport or did you arrive in this industry by chance? _____

I've always been passionate about motor sport. When I was very young my Dad drove in rallycross, so the interest has always been in the family. When I was four years old, I got my own quad, and when I turned nine, I started driving in karting. I competed in around 10-15 races every year until I turned 15. Because of my high school education, I had to stop driving so I could focus 100 per cent on the school.

I got the interest to be a motor sport mechanic when I was spectator at Rally Sweden in 2004 and I saw a female mechanic working on one of the cars.

► What makes you get up in the morning? _____

That I get to work and make a living out of working at world cup-level motor sport.

► What is your greatest professional achievement? _____

When we became world champions with Cyan Racing in the WTCR in 2019.

► Can you describe a typical working day and what projects are you working on? _____

In the workshop it can be quite various, and it also depends on what time of the year it is. During the season I'm prepping the cars between the race weekends. Sometimes the cars are not coming back to the workshop between the races, so then I'm preparing spare parts or working on the test car. During the off-season we use the months to build new race cars, preparing all the equipment and to go testing. A race weekend can be very busy, and usually it is early mornings and late evenings. Between each session I'm doing set down/set-up on the car and of course normal service like spanner checks, fuelling and cleaning the car. Normally it is not a lot of time between the sessions, so we need to be efficient.

► **What are the main challenges you face when doing your job?** _____

To ensure the highest possible level of quality and safety in our work as the lives of our drivers depend on it.

► **If you had to choose a mentor, anyone, who would that person be?** _____

Michèle Mounton! I've always been looking up to her and what she has achieved is really impressive. Consider that the gender equality still has a long way to go in many ways, it couldn't have been easy to be a female rally driver in the eighties.

► **What advice would you give to young people hoping to work in motor sport?** _____

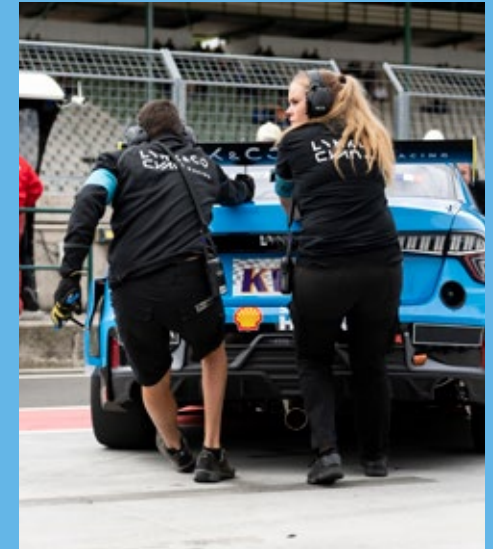
Follow your dreams no matter what other people say to you. Show your interest and don't be scared of doing mistakes. Your knowledge is not the most important thing, but you need to have the willing to learn and to listen.

► **If you could be someone else for a day, who would you like to be?** _____

Definitely Michèle Mounton.

► **What has been the best moment in your career so far?** _____

When we claimed the 2019 world title for teams in WTCR.



COMMERCIAL MANAGER

Securing and maintaining partnerships, ensuring all contractual obligations are delivered, managing corporate guest programmes and supervising suppliers are just some of the responsibilities that a Commercial Manager working in the WTCR – FIA World Touring Car Cup undertakes.

PROFESSIONAL BACKGROUND

Over the last 15 years I have only worked in motor sport. I started working professionally in this field in 2005 for the Panasonic Toyota Formula One team, and then continued my career with MOMO wheels as a consultant. I then decided to open my own shop of Stand 21, the racewear company, as I had acquired a lot of experience in drivers' racing clothing and equipment. In the meantime, I was also working for the FIA World Touring Car Championship promoter Eurosport Events, as the Event and Corporate Hospitality Manager. After 10 years in this position, I got the opportunity to join the FIA and assist the stewards during racing weekends as the Secretary to the Stewards. It has all been an amazing experience. Currently I work for Geely Group Motorsport as the Commercial Manager for their touring car programme with Lynk & Co in the WTCR.

YOUR ROLE IN 3 WORDS

- Planning
- Negotiating
- Executing



NAME

CATHERINE ZAPPIA

JOB TITLE

Commercial Manager, Geely Group Motorsport

► Have you always been passionate about motor sport or did you arrive in this industry by chance?

Motor sport is in my DNA. My Grandad used to be a driver, whilst my Dad had a short career in motor sport in the eighties. Since the age of five, I followed Formula One thanks to my Dad, and when I was 16, I started going to Monza during the summer F1 tests, dreaming of working in that paddock one day. I started at the bottom of the ladder, offering my help to the Jordan F1 team to clean the trucks, set up the garages and circuit telemetry in exchange for a paddock pass. That was it, the decision was taken that one day I would work in motor sport.

► What is your greatest professional achievement?

Managing over 2000 international media guests during the 2019 FIA WTCR season, and motor sport associated brand company events like the Pebble Beach Concour D'Elegance.

► Can you describe a typical working day and what projects are you working on?

I manage all elements and schedule of hospitality for team's guests, ensuring they experience the WTCR with Lynk & Co the best they can. Moreover, I must adjust it to the last-minute problems typical of any event. Every day is a new chance to learn, explore, improve, and do the job I deeply love.

► What are the main challenges you face when doing your job?

Budget management and solving continuous unexpected problems which constantly arise during large scale international events.

► If you had to choose a mentor, anyone, who would that person be?

If I have to be completely honest, I would not choose a single mentor. I think that you can learn a secret, something new or get a good advice, from any person you encounter in your life or career, including the ones you would expect it the least from. The secret is to keep your eyes and mind wide open.

► **What advice would you give to young people hoping to work in motor sport?** _____

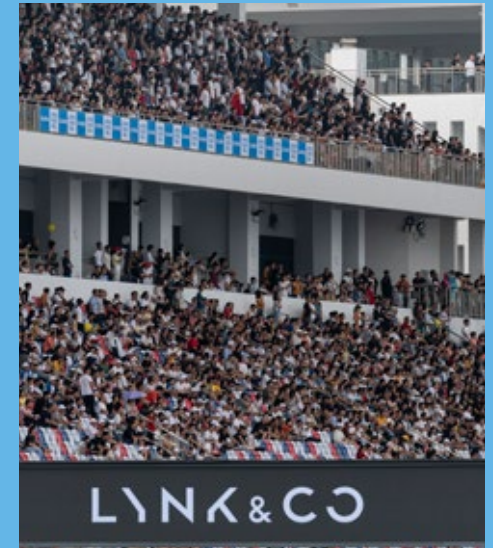
Be prepared to work hard and do it only if you have a big love and passion for the sport.

► **If you could be someone else for a day, who would you like to be?** _____

No doubts on this, I would like to be a racing driver just for one day.

► **What has been the best moment in your career so far?** _____

Winning the first title, the 2017 FIA World Touring Car Championship with Thed Björk and Cyan Racing in Qatar. That was the best moment so far.





womeninmotorsport@fia.com

Social Media

 @fiawim

 @fiawim

 FIAWomenInMotorsport

FIA.COM

#womeninmotorsport

