

**DRIVER / BRAND AMBASSADOR / COACH**

I bring a wide range of experience having been a past factory driver, as well as, a driver on privateer programs. While racing professionally, I lived abroad 6+ years throughout EU and Asia, learning how to synchronize with different personalities and cultures. Coaching has also been a large portion of my motorsports experience. I enjoy sharing my knowledge and believe it is key to any motorsports program to flourish. Throughout the years, I have developed an extensive background in experiential event management, facilitation, communication and private Club management, all key pieces of the puzzle to any modern motorsports program. I pride myself on my ability to build and nurture brands, acting as a company's spokesperson and product trainer, developing objective goals that bring projects and events to completion.

**AREAS OF EXPERTISE**

International Motorsports	Driver Development	Communication
Strategic Planning/Analysis	Project Manager	Marketing
Industry Networking	Business Development	Presenter
Sponsorship Acquisition	Account Management	Client Service

**KEY SKILLS ASSESSMENT**

**BRAND AMBASSADOR** – I have the unique ability to implement excellent communication and organizational skills while performing at the highest level. Consistently display the maximum level of professionalism while addressing the media and representing the brand. Always focused on the big picture making calculated risks.

**OBJECTIVE LEADER** – I have the proven ability to extend brands reach, to leverage untapped potential while maximizing team opportunities and achieve goals. Committed to quarterbacking internal teams through the exchange of knowledge, experience and goal sharing.

**PROFESSIONAL EXPERIENCE****D. CICERO MEDIA & EVENTS, NORTH AMERICA/EUROPE 1999 – PRESENT****FOUNDER AND CEO**

- Professional racing driver, developed racecars, competed throughout the world in numerous series. (Formula cars: Renault 2.0, 3.5 and Formula 3) (Sports cars: Weather Tech DP, LMP3, GTLM, GTD)
- Winner of the Pilot Elf competition, factor Renault driver.
- Driver coach, to meet their goals and succeed at the highest levels of motorsports. (Indy Car, Indy Lights, Continental Tire, Weather Tech, SCCA, NASA, HSR)
- Lived throughout EU and NA consulting for major manufactures and corporations, developing brands as a spokesperson, as well as a facilitator, event designer and marketing campaign manager.
- Analyze business conditions and industry trends, identifying opportunities to expand growth and marketshare.
- Designed, presented and taught curriculum for internal and public use for major manufacturers. (Audi, GM, Bridgestone, Michelin, Ford, Falken Tire, Ferrari, Maserati, Bentley, VW, BMW, Fiat, and Chrysler).
- Trained drivers in defensive, anti-terrorist, performance, product and spokesperson skills. (Skip Barber Racing School, Event Link, Winfield Racing School, Derek Daly Academy and ProDrive).
- SAG/Aftra Union stunt driver for TV, film and commercial
- Chief Driving instructor at The Apex Motor Club, Phoenix, AZ

**The Thermal Club, Thermal, CA 2017 – 2021****Chief Driving Instructor**

- Developed the curriculum, safety and training programs for the Members and their guests on track and for private events.
- Work with the five other Directors in the development of best practices and structure of the Thermal Club.
- Assisted the team to develop and refine the sales experience and process.
- Executed and facilitated the staff on Member only events. (Member guests, formal dinners and off property activities to develop the Thermal Lifestyle.
- Hired and developed the operations of pitlane, storage and the Member experience from landing on property to depa

# DOMINIC CICERO

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## **(CONSULTED) SUMITOMO CORPORATION KYUSHU CO., LTD., LOS ANGELES, CA 2008 – 2009 PROFESSIONAL SPOKESPERSON / MARKETING PROFESSIONAL**

- Official spokesperson for Falken Tire Corp. (subsidiary of Sumitomo Corp.), performance friction brakes, SRI Cleveland Golf Co. and Sparco racewear.
- Competed in the 2009 Weather Tech Series GTLM class.
- Developed racing tires and was an integral part of the launch of a new line of performance products to the public.
- Participated in professional photo shoots, commercial video production as well as monthly public speaking engagements.
- Designed and planned events speaking to individuals or groups on behalf of the organization.

## **(CONSULTED) WESTERNESSE RACING INC., PORTLAND, OR 2001 – 2006 PROFESSIONAL SPOKESPERSON / MARKETING PROFESSIONAL**

- Lived and traveled in EU and Asia, progressing from junior Formula's (Formula Renault 2.0 and 3.5) to sports cars (Weather Tech GTD, DP).
- Collaborated with teams to win races and generate positive results for both sponsors and investors.
- Developed and guided the start of the Westernesse racing team, including the purchase and evaluation of equipment and products, development of cars, management of employees and acquiring sponsors and business partners.
- Official spokesperson for numerous sponsors and organizations, professionally trained to provide on camera and/or phone interviews while responding to questions pertaining to the company.
- Represented the brand, displaying the highest level of professionalism at all times.

## **RENAULT, S.A./TOTAL S.A. (ELF LUBRICATIONS) AND WINFIELD RACING SCHOOL 1998 – 1999 PROFESSIONAL SPOKESPERSON / MARKETING PROFESSIONAL**

- Official spokesperson for Elf Oil and Renault Car Company, participated in public speaking engagements weekly.
- Offered prestigious sponsorship, only 3 out of 30 drivers were selected to drive for the ELF/Renault at the end of each season.
- Accountable for attending mandatory language (French), marketing and communication classes.
- Competed and lived throughout Europe and Asia in the Formula Renault Campus Classification.

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## **EDUCATION & TRAINING**

- University of Le Man, Le Sarth, France: marketing and communication, public speaking, race craft and engineering.
- Driver mental and physical training: Rob Wilson and Helmut Fink.
- Racing schools: Skip Barber and Winfield racing schools.
- Twelve years of karting four national championships

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