Ruth Buscombe

Formula 1's Race Strategist

"One of Formula 1's most successful female engineering leaders"

Ruth Buscombe is a highly respected figure in the world of motorsports engineering, particularly known for her contributions to Formula 1. Her career is a testament to her hard work, intelligence, and passion for motorsports. Her journey from a university student to a prominent figure in Formula 1 highlights the impact of dedication and expertise in achieving success in any field.

TOPICS:

○ Race Strategy in Formula 1
○ Data Analysis and Decision-Making Under Pressure
○ Women in Motorsports and STEM
○ Team Dynamics and Leadership in High-Performance Environments
○ Digital Transformation
○ AI, Data-driven Performance
○ Risk Management
○ Psychological Safety
○ Marginal Gains
○ Winning Mindset

LANGUAGES:

She presents in English.

IN DETAIL:

Ruth worked at Ferrari as a Simulations Engineer and later as a Race Strategist. She was the car-based strategist for drivers including F1 World Champions Kimi Raikkonen, Fernando Alonso, and Sebastian Vettel where she played a key role in the race-winning tactics that secured Sebastian Vettel's first win with Ferrari at the 2015 Malaysia Grand Prix. In 2015, she moved to the American Haas F1 Team as the team's trackside strategy engineer. Then, she moved to Sauber, where she helped the Swiss team finish ahead of rival Manor Racing in the 2016 Constructors' Championship. Ruth now works as an Analyst, Strategist, Presenter, and Commentator for Formula 1 and F1 TV, providing insights into race-defining strategic decisions to viewers across the world. She is also known for her advocacy for diversity and inclusion in motorsports, being vocal about the need for greater representation of women and minorities in the field.

WHAT SHE OFFERS YOU:

Ruth offers a wealth of knowledge and unique insights in her conferences, drawing from her extensive experience in Formula 1 and her advocacy for diversity in STEM fields. Her presentations are engaging and informative, tailored to inspire and educate a wide range of audience.

HOW SHE PRESENTS:

Ruth is known for her engaging and dynamic presentation style, which captivates her audience. Her approach is characterised by a blend of technical expertise, personal storytelling, and interactive elements.