



## Christian Horner

SPORTS PERSONALITY

Red Bull Racing Formula One Team Principal and Motorsport Visionary



### About:

- **Gender:** Male
- **Nationality:** United Kingdom
- **Languages:** English
- **Travels from:** United Kingdom

### Engagement Types:

- Guest Appearance
- Panel Participation
- Speaking

## Biography Highlights

- Guided Red Bull Racing to 14 Formula 1 World Championship titles over two decades, making him the most successful Team Principal of the modern era.
- Transformed a struggling Jaguar Racing team into a dominant F1 powerhouse, leading multiple championship wins with Sebastian Vettel and Max Verstappen.
- Honored with an OBE (2013) and CBE (2024) for his outstanding contributions to motorsport and leadership in Formula 1.

## Biography

### Meet Christian Horner

Former CEO and Team Principal of Red Bull Racing, Christian Horner is one of Formula 1's most consistent and successful leaders of the modern era. Over a 20-year tenure, he guided Red Bull to 14 World Championship titles, overseeing two distinct periods of sustained dominance at the highest level of the sport.

### Expertise

**Transforming Red Bull Racing:** Appointed Team Principal in January 2005 following Red Bull's acquisition of Jaguar Racing, Christian became

## Topics:

- Brand Strategy
- Business Strategy & Growth
- Change Management
- Employee Experience
- Executive Development
- Growth Strategy
- Motivation and Inspiration
- Organizational Behavior
- Peak Performance
- Remote Team Management
- Risk Management
- Team Leadership

the youngest Team Principal in Formula 1 at the time. Working to a clear long-term vision, he transformed an uncompetitive team into a championship-winning organisation within five seasons.

**Championship Dominance:** Under Christian's leadership, Red Bull Racing secured eight consecutive Drivers' and Constructors' World Championships between 2010 and 2013 with Sebastian Vettel and Mark Webber. A second era of dominance followed from 2021 to 2024 with Max Verstappen and Sergio Perez, cementing Red Bull's position at the forefront of Formula 1.

**Building a World-Class Organisation:** Christian assembled one of the strongest leadership and technical teams in the sport, including the early signing of David Coulthard and the recruitment of legendary designer Adrian Newey. The team achieved its first podium at the 2006 Monaco Grand Prix and its first victory with a 1-2 finish at the 2009 Chinese Grand Prix.

**Motorsport Entrepreneur:** Before Formula 1, Christian competed as a driver up to Formula 3000 and founded Arden International, one of the most successful junior racing teams of its era. Arden's success attracted Red Bull's backing and ultimately led to Christian being entrusted with the company's Formula 1 project.

**Legacy & Recognition:** Despite major regulatory change and intense competition from manufacturer teams, Red Bull Racing remained a consistent race-winning force throughout Christian's leadership. He was awarded an OBE in 2013 and appointed a CBE in 2024 for services to motorsport. His tenure at Red Bull Racing concluded in mid-2025 following organisational changes at the parent company.

## Speaker Topics

- **High-Performance Leadership:** Building and sustaining winning teams over the long term.
- **Innovation and Competitive Advantage:** Challenging established players and redefining success.
- **Strategic Vision and Decision-Making:** Navigating disruption, regulation change and relentless competition.

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## Videos



## Speaker Bureaus And Talent Agencies

Christian Horner is available to book via these agencies

✔ Recommended



