



## Ruth Buscombe

MEDIA PERSONALITY · SPORTS PERSONALITY

Driving Innovation and Strategy in Formula 1



### About:

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

### Engagement Types:

- Speaking

### Topics:

- Business Strategy & Growth
- Growth Mindset
- Innovation & Digital Transformation
- Leadership & Management
- Risk Management
- Team Leadership
- Technology & AI

## Biography Highlights

- Ruth is one of the most highly respected race strategists in Formula 1, having worked for the Ferrari, Haas and Alfa Romeo teams. She now works as an Analyst, Strategist and Commentator for Formula 1 and F1 TV, bringing insight into race-defining strategic decisions and explaining the intricacies of data-driven decision making. As one of Formula 1's most successful female engineering leaders, Ruth is an advocate for women in STEM and Engineering - having been an ambassador for Susie Wolff's Dare to be Different, now the FIA Girls on Track initiative, since 2016. Ruth has also been a consultant on the new F1 movie with Brad Pitt, working closely with Lewis Hamilton (who has co-produced the film).

## Biography

Formula 1 race strategist, F1TV analyst and broadcaster, Ruth shares insights into how elite teams drive success through innovation, data and marginal gains. Her experience shaping race strategy at Ferrari, Haas and Sauber offers a detailed view of how technical leaders make high-stakes decisions in real time.

## Expertise

**Data Analysis & Race Strategy Expert:** Ruth's prowess in data analysis

and race strategy management has been instrumental in securing victories and optimising team performance in the highly competitive world of Formula 1.

**Distinguished Engineering Background:** A first-class honours graduate from the University of Cambridge's Department of Engineering, Ruth commenced her F1 career at Scuderia Ferrari in 2012, after completing her Master's Thesis on the Drag Reduction System (DRS) with the FIA.

**Strategic Achievements with Top Teams:** At Ferrari, Ruth was pivotal in crafting race-winning strategies, including Sebastian Vettel's first win with the team at the 2015 Malaysia Grand Prix. She also contributed significantly to the early success of the Haas F1 Team and later led Sauber's race strategy, guiding them to a sixth-place finish in the 2022 Constructors' Championship.

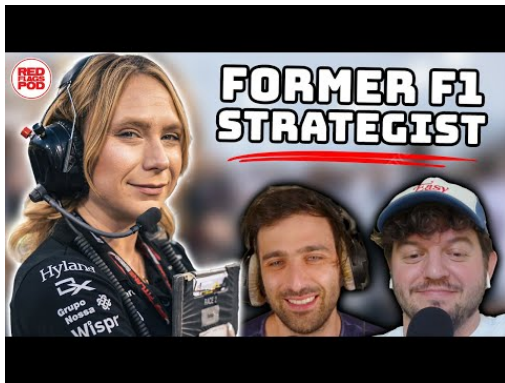
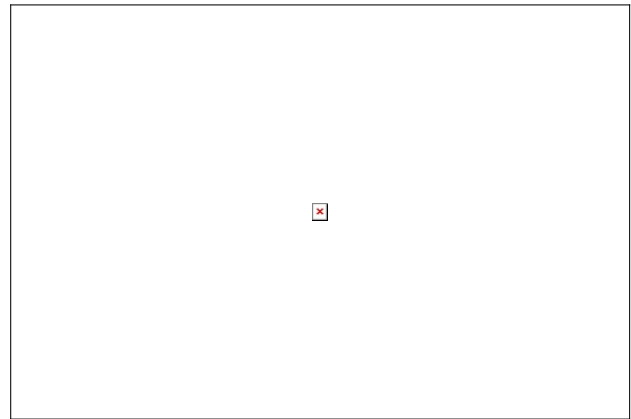
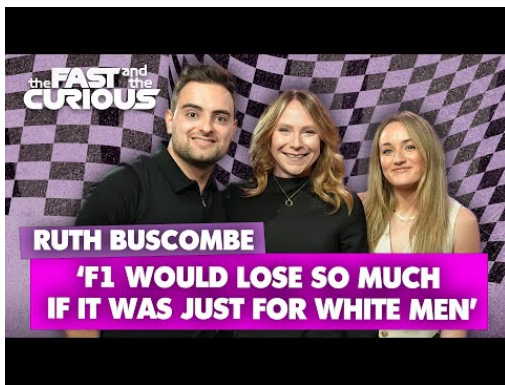
**Broadcasting, Film & Advocacy:** In addition to her work in Formula 1 race strategy, Ruth Buscombe is an F1TV strategist and analyst, providing expert commentary on race strategy and data-driven decision-making for a global audience. She also contributed to 'F1: The Movie' as a technical and strategy consultant, supporting the film's authenticity around modern race operations. Alongside her media work, Ruth is a regular corporate speaker and has been an ambassador for the FIA Girls on Track initiative since 2016, promoting greater diversity and inclusion in motorsport and engineering.

## Keynote Topics

- **Driving Success Through Innovation and Data:** How Formula 1 teams use real-time data to make high-stakes decisions under pressure.
- **Artificial Intelligence and Elite Performance:** How AI and advanced analytics are increasingly used in Formula 1 to support strategy modelling, performance prediction and decision-making, alongside the limits of automation in human-led environments.
- **Marginal Gains:** Why success in Formula 1 is built on hundreds of small improvements rather than single breakthroughs.
- **Teamwork and Collaboration:** How trust, accountability and clear communication allow high-performing teams to operate with precision.

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## Videos



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## Ruth's Topics

### Leadership

The requirements of Formula One's team leaders have changed significantly in recent years as teams have become larger, more complex, and the business model to which the sport operates has been transformed. The leaders in F1 today are responsible for leading up to 1800 full time employees, creating a high-performance organisation which is fully aligned behind a strategy aimed at achieving a set of well defined, ambitious goals.

Competitive team leaders create a culture in which team personnel take responsibility and are happy to be held accountable for their performance. Developing a high degree of psychological safety is key, requiring staff to speak up and speak out, with strong cross functional communications. A relentless focus on continuous improvement is part of the F1 leaders mindset, and teams take a data-driven approach to measuring performance, highlighting issues and analysing developments. But whilst F1 is a technocentric sport, the successful leaders recognise that it is the people who make a difference. This is why so much effort is deployed to create an environment within which employees thrive, using their combined talents to problem solve and create highly innovative solutions in order to drive competitive advantage.

**Available:** In person, Virtually

### Teamwork/Collaboration

Competitive Formula One teams comprise 1800 staff, less than 10% of whom attend the race events, so teamwork requires complete alignment, shared purpose and close collaboration across the business. The world championship includes 24 Grands Prix and these represent a series of non-negotiable deadlines which the entire organisation has to meet in terms of car development, hardware and software upgrades. The ultimate, public example of high-performance teamwork comes in the form of the mandatory pit stops which have to be performed during a race – the record now stands at 1.8 seconds during which 22 staff carry out 36 tasks under extreme pressure. Alignment behind the team’s strategies and ambitious goals is vital, so too having the agility to flex the strategy in the face of constant changes in technology and the performance of competitors.

**Available:** In person, Virtually

### **Data-driven performance & Innovation**

More than any other sport, Formula One has embraced a data-driven business culture, particularly with its near obsession with marginal gains and continuous improvement. F1 teams use data to enable drivers, engineers and HQ staff to determine precisely how the car and driver is behaving, diagnose issues, resolve problems and speed up decision making. As information flows seamlessly around the globe, linking car, team and factory, tech security is essential and robust systems ensure protection from multiple threats.

The use of simulators has transformed driver training, enabling systems to be learned, tested and developed in a virtual environment prior to real-world deployment. And with the advent of additive manufacturing, machine learning, AI and GenAI across F1, the sport’s use of technology to innovate and transform all aspects of its operations is set to accelerate further.

**Available:** In person, Virtually

### **Safety & Risk Management**

Safety is a first order priority in Formula One and the last 30 years have seen a profound change to the way in which the sport manages risk. Between 1950 and 1994, there were over 40 driver fatalities at races; there has been one since. This has been made possible by creating clear priorities as regards safety. Compliance is non-negotiable. Safety is not an area of competitive advantage. Safety systems, processes and technologies are shared so that F1 doesn’t have islands of excellence in oceans of mediocrity.

However, the risk averse teams never win in F1 – the teams which embrace and manage risk are more likely to try new things, innovate in ways both small and large, and ultimately drive competitive advantage. It’s the difference between participating and competing. The other factor is ‘fear of failure’. Teams that have a blame culture create such a degree of fear that everyone minimises their contribution and hides their mistakes, whereas those which thrive on creating a learning environment of continuous improvement have a degree of openness, honesty and transparency which promotes creativity and innovation, and taking risks, in a controlled way.

**Available:** In person, Virtually

### **Change & Transformation**

Every industry is witnessing change and Formula One is no different. One of the challenges facing F1 teams is that the sector is ever-changing – so change management and leading teams through periods of transformation is an essential part of the job. Change comes in many forms; technology, compliance,

competition, customer demands, environmental and social issues. F1 has had to reinvent its business model, embrace digitalisations, adapt to a changing media and social landscape. Above all, F1's leadership teams have had to communicate, manage and implement transformation strategies, bringing their teams with them and ensuring that they make the most from embracing change.

**Available:** In person, Virtually

### Diversity, Equality and Inclusion

Often perceived as a male-dominated sport, Formula One has invested heavily in gender diversity, also generating equal opportunities and inclusion for anyone from an under-represented group or background. That journey began over 20 years ago with initiatives including F1 In Schools and Formula Student seeking to motivate children of school age as well as undergraduates from every background to consider a career in Formula One.

The Formula 1 Academy , launched in 2023, is developing female talent across the sport, whether as future F1 drivers, engineers or management, The sport's governing body, the FIA, operates the FIA Girls on Track programme, again providing young women and girls from around the world with opportunities across motorsport. Individual Formula 1 team are also running important, game-changing initiatives, including Mercedes F1's 'Accelerate '25' programme which aims to ensure that 25% of all new employees are selected from under-represented cultural and socio-economic backgrounds.

Seven times World Champion Lewis Hamilton, the first black driver to compete in Formula 1, has worked with Mercedes to creative mentorship and educational programmes for girls' schools in the London borough of Tower Hamlets. Hamilton's Mission 44 organization has set about driving structural change with motorsport to ensure that anyone of colour can develop career opportunities in Formula 1. Meanwhile Race Pride charity has attracted widespread support from Formula 1 and its constituent teams, supporting the LGBTQIA+ community across the industry.

**Available:** In person, Virtually

## Speaker Bureaus And Talent Agencies

Ruth Buscombe is available to book via these agencies

✔ **Recommended**



Speaking Agency



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