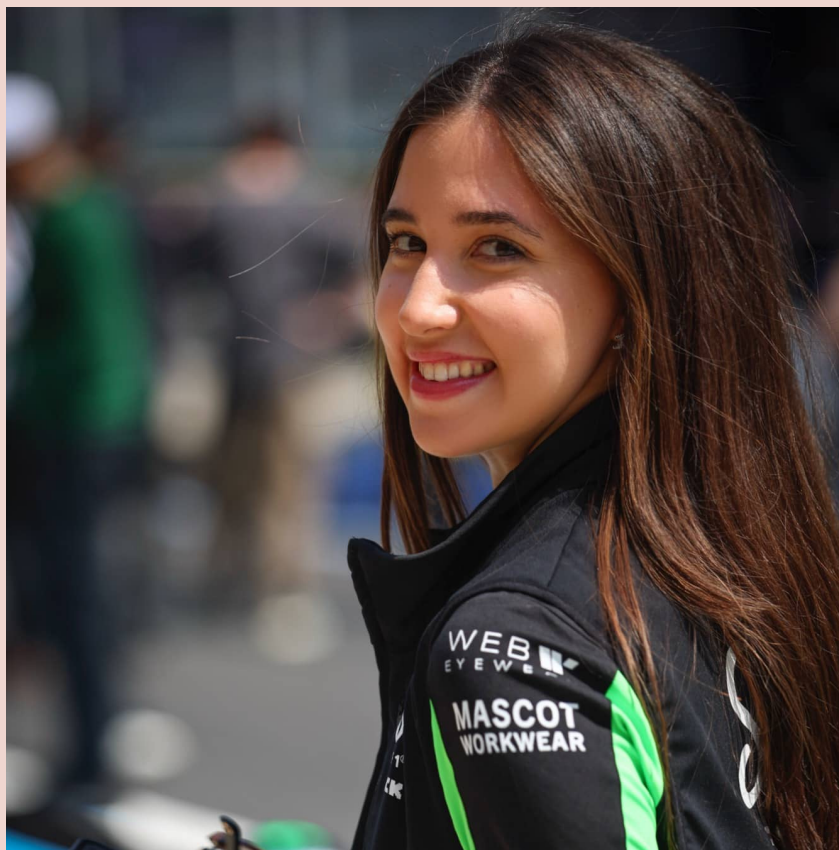


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to full throttle into Formula 1 career  
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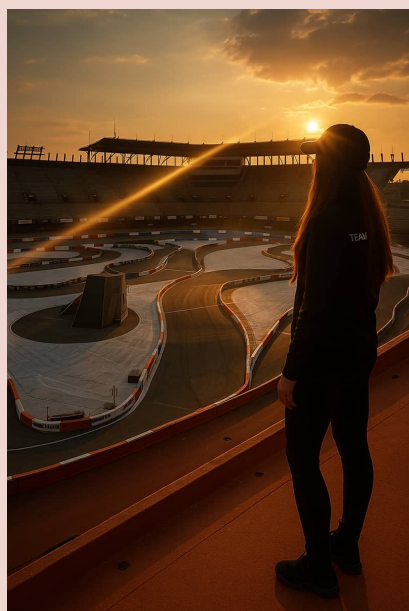


If you’d told me a few years ago that I’d end up working in Formula 1, I would’ve blinked at you and said, “*Sorry, what? The racing thing with that guy who dated Nicole Scherzinger?*”

That’s about all I knew back then. Michael Schumacher - because he is German. Lewis Hamilton - because, well... Nicole. Not exactly the motorsport résumé, right?

I never grew up watching racing. Motorsport was never part of the plan. In fact, it wasn’t even *on* the plan. I do not have a passionate or fancy story to tell - and I don’t pretend to.

### A pit stop in Mexico turned into a U-turn in life



But life has a wild way of redirecting you. When I moved to Mexico City for a job at an event agency, I thought I’d be planning mostly gala dinners or other big corporate events - and I did - but definitely was not expecting global race weekends. Our company did it all: concerts, brand activations, corporate events... and tucked in there somewhere? Formula 1.

I still remember being assigned to the project and thinking, “*Wait, is that the thing they show on RTL on Sundays?*” Total rookie move, I know. I also spelled Lewis as “Louis” (classic), which my boyfriend at the time *very* quickly corrected. So yeah - humble beginnings. But from the minute I stepped behind the scenes at those events - F1, Formula E, Race of Champions - I fell in love with the energy. It was chaotic, fast-paced, super international and genuinely fun. The kind of team spirit and hustle I’d never experienced before. And let’s be honest - doing it all in Mexico just made it a little *extra*. The

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people, the culture, the late-night tacos and early mornings... everything was spicy in the best way. I fully stepped into romanticizing my life there.

## **Rough roads, big rewards: Rallying into WRC**

After Mexico, I found myself diving deeper into motorsports: the next chapter took me into the world of rallying - the legendary WRC. I joined Hyundai Motorsport and spent the next 3.5 years managing sponsors, activations, hospitality, branding, events & guest experience - the whole shebang. I was fortunate to grow, to lead and to be part of something truly special and meet amazing people.

## **The Formula 1 dream realized - and quickly redefined**

Eventually, the goal I'd been quietly manifesting since those early F1 days in Mexico became real: **I joined a Formula 1 team.** It felt like the natural next step - a new challenge in the most elite environment motorsport has to offer. I started as Events & Hospitality Manager and shortly after transitioned into my current role as Communications Manager. And even now, sometimes I pause and think: *Wow, I really made it here.* Now I get to do work that feels energizing, meaningful - and honestly, just *so me*. It clicks because I'm playing to my natural strengths: connecting with people, building relationships, telling stories that matter and staying right at the heart of the action. It's not about ticking boxes - it's about being in flow. A flow, where I get to keep growing while doing what lights me up. That's the sweet spot.

F1 is no longer something I stumbled into - it's what I grew into. And the best part? I got here not because I followed a traditional or pre-paved path, but because I was open to the unexpected one.

## **Spoiler Alert: There's no one-size-fits-all career path**

So if you're someone who feels late to the game, or like you don't "fit the mold" - this is your reminder that there's no set blueprint. I didn't grow up dreaming about the paddock. I just said yes to one opportunity... and kept going.

Because sometimes, the path that makes the least sense at the start turns out to be exactly where you're meant to be. There's no "right" path - just your own.

3 things I learned on the road to my Formula 1 career

### **1. You don't need to be born into something to belong in it.**

I didn't grow up watching races or dreaming of the paddock — but curiosity, hard work and saying *yes* to the unknown got me here. Passion can be built. Skills can be learned. Doors can open in the most unexpected ways. And this is valid for any industry.

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## 2. The people make the sport.

Yes, the cars are cool. Yes, the events are huge. But what really makes motorsport special? The humans behind it. The teams, the colleagues, the fans, the chaos, the laughs, the “*we pulled that off?!* ” moments. It’s a global community like no other - at least for me.

## 3. Never underestimate the power of one “random opportunity”.

One assignment in Mexico changed everything. If I’d said no, I wouldn’t be where I am today. So here’s to taking the random gigs, mispronouncing Lewis and figuring it out as you go.

### Your turn

Ever said *yes* to something totally random and ended up on a path you never expected? Or thinking about pivoting into a new industry but not sure where to start?

I’d love to hear your story - or your doubts, questions or dreams.

Drop a comment, reach out or just say hi.

Because sometimes the best career moves start with a little curiosity and a lot of *why not*s? Let’s connect here and maybe you’ll find some inspiration within this community.

