

## Title of Paper

# Formula One is a Sport which Revolves around Testing and Quality

---

## Presenter

Mark Gallagher, Eddie Jordan's Formula One Team

---

## Abstract

Formula One is a sport which revolves around technology, 11 teams forever pushing out the performance envelope of their highly sophisticated racing cars as they battle for each year's World Championship title. To the media it is a sport which revolves almost entirely around the 22 drivers; their ability, personalities and individual performances scrutinized in enormous detail. The reality is that Formula One is an industry, one which employs around 5,000 full time staff within the teams themselves, the largest of which is Toyota with over 1000 full time staff, and an estimated 30,000 people employed by the component suppliers and technical partners which service the sector.

Each team is an engineering company which produces low-volume, high specification prototypes – typically 6-8 Formula One cars per season – each car comprising some 6,000 components which have to work together at the uppermost levels of performance, and in an environment where extremes of speed, heat, vibration, noise and sometimes severe impacts will test the machine to its very limit.

To produce a Formula One car is a major accomplishment. To produce one that is able to perform better than any other; to practice, qualify and race at the front, to survive for up to 2 hours at speeds in excess of 300kph/190mph, is a marvel. If safety, reliability and performance are the three key areas for Formula One designers to concentrate on, it is the testing of systems, the proving of components and the quality of every aspect of performance prior to the car being committed to battle that determines the level of success – or failure. For Michael Schumacher, the dominant figure in Formula One for over a decade, it was in reality the proven capability and bullet proof reliability of his Ferrari cars which gave him the opportunity to demonstrate his peerless ability to the world – success built entirely on systems-based engineering and an untiring commitment to quality.

---

## Biography

With over 20 years experience in the world of Formula One, Mark Gallagher is principally known for his nine years working as Marketing Director at Jordan Grand Prix, later heading sponsorship for Jaguar/Red Bull Racing and establishing his own business as a driver manager and business consultant to companies involved in Formula One. Now Chief Executive of his own sports management company, Mark consults for Formula One teams and on the driver management side has worked with leading talent including Britain's Jenson Button. During his career he has worked directly with many leading drivers including Nigel Mansell, Damon Hill, and multiple champions Michael Schumacher and Ayrton Senna. He also owns and runs his own A1 Grand Prix team in the World Cup of Motorsport™.

A Formula One journalist and broadcaster with the BBC in the 1980s, Mark was Grand Prix correspondent for publications including the Sunday Express in London prior to becoming a media relations consultant to major sponsors including Marlboro and Canon. In 1990 he began working with Eddie Jordan, announcing the creation of the Jordan Formula One team, and although he then worked briefly in the World Rally Championship with Ford and Subaru, it was to Jordan that he returned, becoming head of marketing and joining the management board during the team's most successful years. At Jordan, once famously described by TV broadcaster Murray Walker as 'the most motivated team in Formula One', Mark was referred to as 'head of making things happen'.

Working directly with the sport's top drivers Mark has gained a unique insight into what it takes to be a winner in the high pressure world of Formula One. Team work, leadership and motivation are key among the qualities needed to succeed in this most demanding of sports, while Mark has much to share on the operational issues affecting Formula One teams, from change management through to

---

---

supply chain management, quality control and the important health and safety issues which have affected the sport.

With a relaxed, anecdotal and humorous style, Mark gives businesses and organisations a rare insight into what it takes to build winning teams and compete for success at world level.

---