

# Brian Sims

Former Marketing Director of two F1 teams, Benetton and Lola Scuderia Ferrari

Brian Sims is first and foremost a world class professional salesman with an exceptional track record. Having initially built a reputation in the corporate sector, he moved into the world of international motorsport and became one of the sport's most successful sponsorship sales exponents. His achievements include being the first salesman to secure the multi-million dollar deals that brought FedEx, Gillette and Marconi into Formula 1. Brian is also the Founder and one of only three Honorary Life Members of the prestigious Motorsport Industry Association, the trade association that represents the £5 billion British motorsport industry.

" Selling in the Fast Lane - From Xerox to Formula 1"

## In detail

Brian began his career as a Xerox salesman and it was the sales skills that he learned with this highly regarded company that would eventually enable him to succeed at the very top level of international motorsport. His passion for motorsport then came to the fore and he embarked on a new career, initially as a championship winning professional race driver. It wasn't long, however, before he built an enviable reputation for securing substantial corporate sponsorship and this led him to a career in Formula 1, not as a driver, but as the Marketing Director of two F1 teams, Benetton and Lola Scuderia Ferrari.

## What he offers you

An accomplished business speaker, Brian has both the credibility and experience to relate well to sales audiences and has a unique ability to entertain and enthuse at the same time as passing on valuable lessons about the way he is still succeeding in achieving sales in these tough economic times.

## How he presents

In his insightful and entertaining presentations Brian takes the audience behind the scenes of the glamorous, exciting, yet cut-throat world of global sports marketing. He intersperses accounts of how he became such a successful salesperson up to and including Formula 1, with a host of anecdotes from his colourful motorsport career.

## Languages

Brian presents in English.

## Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

## How to book him?

Simply phone, fax or e-mail us.

See below for details.



## Topics

Selling in the Fast Lane

The Business of Formula 1

Branding and Marketing

The Motor Sport Industry

## Publications

### 2005

Sports Sponsorship: Getting Your Share

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