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LARS STEGELMANN HEADS THE COMMERCIAL UNIT OF SCUDERIA ALPHATAURI



Photo credit: Photography Krentz

With Lars Stegelmann, Scuderia AlphaTauri has committed itself to an internationally experienced and networked sales, communication and marketing expert.

Stegelmann has taken over the newly-created position of Head of Commercial and is now responsible for the Global Partnership Acquisition for our team, which combines (motor-) sport, high-tech and fashion, with a lifestyle orientation thanks to the direct connection to the high-tech premium fashion brand AlphaTauri.

His knowledge and expertise are based on various positions in motorsport and in the sports business industry as a whole. Most recently, he managed the sales team of ITR GmbH (until the end of 2022 the organizer of DTM). Before that, as Chief Commercial Officer, he led the sales activities of the digital media and technology company Motorsport Network from London. Stegelmann was also involved in the sales & marketing concept development and implementation of Formula E.

Stegelmann has more than 15 years of experience in sales, marketing and communications. During this period, he led various commercial teams, including the 2010 FIFA World Cup in South Africa and the European football association UEFA. He also collaborated with many companies in his role as a data-based sales and advisory expert at Nielsen Sports, Media & Entertainment.

Before that, he worked for the international consulting firms Roland Berger and PricewaterhouseCoopers for more than seven years.

Franz Tost, Scuderia AlphaTauri Team Principal: "Interest in Formula 1 has developed extremely well. With the support of Lars, we also want to develop our commercial activities. He has an exciting mix of strategic know-how, international sales experience and a great understanding of the advertising industry."

Lars Stegelmann, Scuderia AlphaTauri Head of Commercial: "Formula 1 is booming and is offering companies excellent activation and communication opportunities, premium hospitality and awareness on a global scale like no other sport series. The various stakeholders, especially the advertisers and agencies, have been my clients for many years. The positioning of Scuderia AlphaTauri fits perfectly into the current times and offers a first-class platform for companies that want to appear modern, young and dynamic, digital, design and technology-oriented. I look forward to making my contribution to further global development."

About Scuderia AlphaTauri

Scuderia AlphaTauri, is an Italian Formula One racing team and constructor. It is one of two Formula One constructors owned by Austrian beverage company Red Bull, the other being Red Bull Racing. The constructor was rebranded for the 2020 Formula 1 World Championship from "Toro Rosso" to "Scuderia AlphaTauri" in order to promote the AlphaTauri fashion brand.