



F1 BUSINESS SUMMIT ANNOUNCES ADDITIONAL POWERHOUSE PANELISTS AND NEW PROGRAMMING FOR NOVEMBER 19 EVENT IN LAS VEGAS

- *New sessions to feature Russell Wilson, Shaun White, Ndamukong Suh, Gordon Ramsay, Jean Arnault, Ayao Komatsu and other influential leaders across sports, media and entertainment.*
- *New partner SPORT BEACH expands the F1 Business Summit experience through a presenting partnership of the keynote panel, curated executive roundtables, and a trackside extension of its signature SPORT BEACH Clubhouse experience.*
- *Additional networking opportunities available with the addition of the Post-Summit Social at F1 Arcade.*
- *Tickets starting at \$550. To purchase tickets or VIP packages, visit www.f1lasvegassgp.com.*

Click [here](#) for assets, headshots and bios

LAS VEGAS (September 29, 2026) – Formula 1® has announced updated programming details, additional experiences for VIP package holders and new high-profile panelists for the return of the **F1 Business Summit**, set for Thursday, November 19, during the FORMULA 1 HEINEKEN LAS VEGAS GRAND PRIX 2026 weekend.

Taking place at The Colosseum at Caesars Palace and hosted by actress, comedian, and podcast host **Heather McMahan**, the F1 Business Summit brings together influential executives and industry leaders to explore the trends, partnerships and innovations shaping the future of sport, culture and entertainment.

Stefano Domenicali, President & CEO of Formula 1, said, “The F1 Business Summit rounds out an incredible week of events in Las Vegas, bringing together an impressive lineup of industry leaders for conversations that extend well beyond the track. This year’s programming will explore the evolving role sports play in shaping brand relevance, storytelling and cultural connection. Las Vegas provides the perfect backdrop for these discussions, and we’re excited to create a forum that brings together new perspectives and adds to the energy that makes race week unlike anything else.”

The 2026 event will also feature a new partnership with SPORT BEACH, whose influential platform

has become a leading convener of executives, athletes, investors and culture leaders. Expanding the F1 Business Summit experience beyond the main stage, SPORT BEACH will serve as the presenting partner of the Keynote Panel, curate exclusive executive roundtable discussions for VIP guests, and bring its signature SPORT BEACH Clubhouse experience to the Las Vegas Strip Circuit® on Thursday night, creating additional opportunities for VIP package holders to engage in meaningful conversations, forge valuable connections, and exchange ideas throughout race weekend. Details on the SPORT BEACH Clubhouse programming to be shared in the coming weeks.

Scheduled from 8 a.m. to 1 p.m., the F1 Business Summit features networking opportunities alongside a curated series of conversations. The updated speaker lineup includes:

- **Keynote Panel Presented by SPORT BEACH: From Athletes to Owners, Investors and Business Builders**

This conversation explores how elite athletes leverage the mindset, discipline and competitive instincts that drove their athletic success to build influence and ownership beyond their playing careers, evolving into investors, entrepreneurs, brand builders, and business leaders.

- Russell Wilson, Super Bowl Champion Quarterback, CBS Sports on NFL Today, Entrepreneur, Sports Owner & Philanthropist
- Shaun White, Three-time Olympic Gold Medalist in Snowboarding, Entrepreneur and Investor
- Ndamukong Suh, Super Bowl Champion, Entrepreneur & Investor, Host of “No Free Lunch”

- **The Business of Experience with Gordon Ramsay**

As sports and entertainment properties increasingly compete on experience, food and beverage has emerged as a powerful differentiator. In this discussion, Gordon Ramsay will explore his partnership with Formula 1 and the business of hospitality, sharing how premium dining, culinary storytelling, and service excellence help create unforgettable moments for fans around the world.

- **Defining a Global Cultural Phenomenon: A Featured Spotlight with Jean Arnault**

Formula 1's landmark partnership with LVMH represents a new era in the convergence of sport, luxury and culture. In this featured spotlight, Jean Arnault shares insights into the strategic collaboration, the role LVMH's high-quality Maisons play in elevating the sport's global influence, and why the partnership continues to resonate with fans worldwide. The discussion will also explore how Formula 1 and LVMH are shaping the future of the sport and its place at the center of modern culture.

- **On-Stage Q&A with Ayao Komatsu, TGR Haas F1 Team Principal**

Behind every Formula 1 team is a complex global business balancing technology, talent, partnerships, and performance. Ayao Komatsu will share lessons from leading TGR Haas F1 Team, offering insights into leadership, innovation, resilience and what it takes to compete against some of the biggest organizations in sport.

- **New Era of Sports Fans**

This session examines emerging strategies, including long-form storytelling, technology-driven engagement and lifestyle-driven entertainment, and how these approaches capture the modern fan's attention while driving year-round relevance. The discussion will also explore how brands, partners and rightsholders are contributing to Formula 1's continued growth and rising cultural relevance in the United States.

- Ahmed "Meddy" Iqbal, Chief Marketing Officer for Cadillac Formula 1 Team
- Matthew O'Donohoe, President of CAA Sports International
- Dirk-Jan "DJ" van Hameren, Chief Marketing Officer at WHOOP
- Moderated by Peter Hutton, Former Chief Executive Officer of Eurosport and Head of Sport at Meta.

- **Style, Speed and Sport: The Intersection of Fashion, Culture and Competition***

From the runway to the paddock, Formula 1 is evolving into one of fashion's most influential stages. This panel will have leading voices across luxury, streetwear, beauty and global brands discussing how fashion is shaping – and being shaped by – elite sport.

- Dylan Ashbrook, Director of Content & Brand Development for Apple Sports
- George Ciz, Chief Marketing Officer for TAG Heuer
- Bobby "Hundreds" Kim, Co-Founder of The Hundreds and Global Creative Director at Disney
- Deborah Yeh, Global Chief Marketing Officer for Sephora*

- **Elevating the Game: World-Class Hospitality and Experiential Partnerships in Sports***

Panelists dive into how sports organizations and brands are reimagining world-class hospitality through innovative partnerships and premium fan experiences.

- Amy Azzi, Vice President of Sponsorships and Events at T-Mobile
- Attila Doğudan, Chief Executive Officer of DO & CO
- John Slusher, Chief Executive Officer of U.S. Olympic & Paralympic Properties*
- Maggie Timoney, President and Chief Executive Officer of HEINEKEN USA*
- Moderated by Sean McBurney, Chief Commercial Officer and Regional President, Caesars Entertainment

- **Race Promotion Around the World: How Global Markets Shape the F1 Experience***
Leaders from established Formula 1 circuits explore how regional dynamics influence everything from race promotion and ticketing strategies to fan experience and long-term growth. The discussion will also examine how Formula 1 serves as a powerful platform for tourism and destination marketing, helping cities and regions elevate their global profile and attract visitors from around the world.
 - Travis Auld, Chief Executive Officer of the Australian Grand Prix Corporation*
 - Bobby Epstein, Chairman of Circuit of the Americas*
 - Stuart Pringle OBE, Chief Executive Officer of Silverstone*
 - Kate Wik, Chief Marketing Officer of the Las Vegas Convention and Visitors Authority
- Special Opening Remarks by **Stefano Domenicali, President and CEO of Formula 1*** joined by **Steve Hill, President and Chief Executive Officer of the Las Vegas Convention and Visitors Authority**. Closing Remarks by **Derek Chang, President and CEO of Liberty Media Corporation***, each offering insights on the continued growth and global momentum of Formula 1.

** Previously announced session or speaker.*

The F1 Business Summit will kick off at 8 a.m. with a one-hour networking breakfast, providing an opportunity to connect with peers and executives prior to the opening remarks. Following the conclusion of the summit programming, all attendees can present their event badge for a Post-Summit Social hosted at F1 Arcade from 1 p.m. to 3 p.m. and receive:

- Complimentary access to state-of-the-art F1 racing simulators.
- One complimentary beverage (choice of Heineken®, Moët & Chandon, or a signature cocktail).
- 50% off all additional food and beverage purchases throughout the event.

Registration remains open with ticket packages designed to extend the experience beyond the summit:

- **VIP F1 Business Summit Package (\$2,500 including taxes and fees):** Includes VIP seating at the F1 Business Summit, a networking breakfast, merchandise bundle, access to executive roundtables at the Business Summit, Thursday race-day access to Trackside Tavern by Paramount+ including the SPORT BEACH Clubhouse, round-trip transportation to the Paddock Club, a track tour, and admission to the Post-Summit Social at F1 Arcade.
- **Summit Only Ticket (\$550 including taxes and fees):** Includes access to the full F1 Business Summit program, networking breakfast, and Post-Summit Social at F1 Arcade.

For more information and to purchase tickets to the F1 Business Summit, please visit www.f1lasvegasgp.com/f1-business-summit/.

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About FORMULA 1 HEINEKEN LAS VEGAS GRAND PRIX

Established in 2023, the FORMULA 1 HEINEKEN LAS VEGAS GRAND PRIX is promoted by Formula 1®, in collaboration with Clark County. The 50-lap race takes place on a 3.8-mile circuit in the heart of the Las Vegas Strip and sees drivers reach jaw-dropping speeds of over 215 mph (346 kph) as they drive past some of the world's most iconic landmarks, hotels and casinos. Through the Las Vegas Grand Prix Foundation, Las Vegas Grand Prix, Inc. has donated more than \$2 million to non-profit organizations working to strengthen the local community. The 2026 race will take place on November 19-21, 2026, with a recently announced extension confirming the event in Las Vegas through 2037. For more information, visit www.f1lasvegasgp.com.

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