Live Webinar (in English) on

Hybrid and Electric Vehicles in Motorsport:
actual strategy and future vision

by
Rodi Basso

Rodi Basso is considered a Motorsports business expert and an opinion leader. His career started as an Aerospace Engineer at NASA Space Flight Center (Greenbelt - USA) where he worked as a consultant on implementing a just declassified technology into an on-board satellite data processing application.

He then spent more than 20 years in the Motorsport Industry started with 6 seasons in the Scuderia Ferrari Team as a Performance Engineer. Firstly, he joined the Test Team and, after two years, he was promoted to the Race Team to work with Rubens Barrichello and reporting to Ross Brawn. His role was to correlate the driver’s comments to the data evidence and then suggest to the race engineer what to change to get the car reliably faster. He was also responsible for all the electronics settings related to the driver-car performance (i.e. traction control, gearshift, engine braking and so on). Within his responsibilities, there was also the performance report to feedback the design office about the car characteristics and improvements. In this time frame, he had the privilege to be part of the Team that won five drivers and five constructors championships.

In 2006, he then moved to Redbull Racing covering a similar role for David Coulthard. In the same time frame, he was also Race Engineer in the Redbull Test Team for several testing sessions. He was reporting to Adrian Newey and had a chance to work with the strongest professionals of Formula 1. Proudly, he was part of the journey which made Red Bull a leading Team in F1. Rodi was also part of the crew conquering the first podium of Red Bull history (Monaco 2006). After 3 years, he setup a company called AllinSports srl in Modena (Italy) with the business partner Anton Stipinovich. The company was offering PMO service to the A1GP promoter acting like the focal point among Ferrari, Magneti Marelli and the Design office to develop the A1GP cars. The Company also ran a simulator with an HIL used by the drivers for training purposes and by Magneti Marelli to develop and validate their software. The A1GP championship was able to start after only 9 months from the promoter’s commitment.

After less than 2 years, Magneti Marelli called him to join the Motorsport Sales&Marketing department. When he left in 2016, he was Sales&Marketing Director of two Business Units: the “Motorsport” and the Innovation BUs led by the CTO of the Magneti Marelli Group. The Motorsport BU supplies electronics for high and mid tier championships. The CTO Group was focused on providing low and high voltage electronics to the high end automotive concepts or prototypes. In this time frame, he more than doubled the revenues of the motorsport BU and started to build the revenue stream of the CTO group which was funded only 1 year before.
In August 2016, he was called by McLaren to be the **Director of McLaren Applied Technologies – Motorsports** and reporting to the CEO. In this time frame, he has been part of the Exec Team of McLaren Applied. He started with 3 people in his Team plus 100 indirect resources and ended up with 20 reports in the BU and more than 200 engineers involved in new projects. The revenue was increased by 80% in three years with more than 50% contribution.

Today, Rodi is a motorsport technology & business advisor and entrepreneur. His activity is based on two pillars: technology scouting and business strategy advisory for the technology Companies willing to grow in the Motorsport world and evolve beyond. In his experience in the motorsport and automotive business, Rodi has been dealing with many global motorsport and automotive stakeholders at all management levels. He also built and managed very strong Teams of professionals located in areas like USA, UK, China, Brazil and Italy. Because of his professional reputation and ethics, Rodi is often invited in conferences and university lectures as a thought leader to share his experience and visionary views for the future.

Course of Hybrid and Electric Vehicles

Prof. Giuseppe Tomasso