

Oscar Cooper

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The Business of Formula 1 Explore how Formula 1 has evolved into a global commercial powerhouse, driving fan engagement, sponsorship value, and international brand growth.

Marketing Lessons from Red Bull Racing Discover the strategies behind one of sport's most successful marketing organisations and how brands can create memorable experiences that capture global attention.

Building Brands Through Sport Learn how partnerships, live events, and storytelling can transform audience engagement and deliver measurable business impact.

The Future of Sports Marketing Gain insights into emerging trends in sponsorship, content creation, fan engagement, and the opportunities shaping the next generation of sports and entertainment marketing.