

KM Conference 2025
Industry Day
Wednesday, 25 June 2025
University of Siena, Italy
<https://iiakm.org/conference/>

Invited Talk
The Motorsport Industry as a Unique Powerhouse of Consistent Innovation and Knowledge Transfer

Riccardo Paterni
Vice President Business Development – RPM (Italian Motorsport Network)
<https://www.rpm-italia.org/>

Abstract

The Industry Day will be dedicated to the Motorsport Industry. The industry started over 100 years ago in Europe (mainly the United Kingdom (UK) and Italy, then Germany and France) then it has developed in the United States (U.S.) (North Carolina, Indiana) and Japan. The industry has a relevant connection to knowledge management and knowledge transfer since it has always been and will always be human capital intensive within a relevant fast-changing technological framework. Historically by default, the industry is characterized by continuous innovation and consistent knowledge transfer.

- **Innovation** within the industry it has been proven that it is uniquely generated and accelerated in (in particular within the phases Feasibility to Demonstration of the innovation Index developed by NASA, the Technology Readiness Level (TRL)). The acceleration is a consistent offspring of two key factors: continuous investment in research and development (at a much higher rate of comparable companies in size) and unique ways to manage the human capital that focus on leveraging upon an empowering sense of passion and consistent skills training.
- **Knowledge transfer** from the industry to (and often from) other technology fields such as: automotive, aviation, aerospace, defense, biotechnology, virtual reality and others. Also in this case the leverage is on both the technological element as well as the organizational one relevant to people and talent management.

In many ways, the industry is and becomes a reference for key technological and managerial lessons on continuous improvement relevant to agility, flexibility and managing uncertain changing times that characterizes many other economic sectors. Within the industry day we will have presentations that focus on innovation development and knowledge transfer highlighting the increase of performance at the technological and human level, both are key aspects which interplay characterizes uniquely the industry itself.

About the Speaker

Riccardo Paterni is Co-founder, Vice President for Business Development and Manager of RPM - a formal Italian Motorsport Network. He has over 25 years of international organizational and business development experience that he utilizes on activities relevant to the international development of the Motorsport Industry in particular supporting the development and growth of SMEs with the key highlight on rapid innovation and knowledge transfer processes relevant to the industry. He is a university lecturer, public speaker, and book author on such topics. His research and business development interests concentrate in particular on empowering human performance within the Motorsport Industry and high-performance fields. He is the Chair of the Industry Day within the KM Conference 2025.

