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Invited Talk
Knowledge Transfer in Automotive and Motorsport:
Empowering Gender Inclusion

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Abstract

Women's involvement in automotive and motorsport at any technical and managerial level is progressively more active than ever. Women are demonstrating through dedication, openness, and flexibility to learn, to acquire knowledge and specific skills easily within traditional male-dominated contexts. They are also showing that are capable of matching male performances and even in many cases exceeding them mostly in contexts marked by change and uncertainty. Roles as mechanics, specialized technology workers, engineers, testers of high-performance cars, and even strategists during motorsport races are becoming a context for inclusion and professional growth mostly for young women.

About the Speaker

Laura Tancredi has an extensive experience in the organization of activities and events within the famed Italian Motorsport Valley. She is the former manager of Pagani Automobili Museum and Atelier that has contributed to create and organize. She has co-founded the Automotive Women Association in Italy together with Monica Zanetti herself an experienced mechanic who has worked at various level of technical and organizational expertise for Ferrari and Maserati.

