



Silverstone

Candidate Briefing Paper **Chief Commercial Officer**

Silverstone is a world-leading motorsport, leisure, conferencing and event venue. Home of the Formula One British Grand Prix, MotoGP and from 2027, the FIA World Endurance Championship, not to mention a myriad of national and club races, our impressive heritage and premium offering attracts high numbers of visitors to motorsport, corporate and leisure events every year.

Our Vision is:

To remain a global icon of Formula One whilst transforming to become a top international destination for motorsport-related leisure and business activity.

Silverstone is to remain the home to the Formula One British Grand Prix until 2034. This will see us race into our ninth decade having hosted the first ever world championship Formula One Grand Prix in 1950.

Owned by the British Racing Drivers' Club, the most exclusive club in motorsport, which chooses to operate as a not-for-profit organisation, we are able to reinvest all profit back into the venue infrastructure and the fan experience. Continual growth and a strategy of diversification has attracted an ever-broader array of visitors as we settle into being a truly year-round destination. Once known only for Formula One (F1), our business now delivers a wide range of corporate as well as track events, leisure experiences, accommodation, an extensive food, beverage and hospitality operation, versatile conference and event facilities, as well as major promoted motor sport events.

As we look to the future, our strategy is to continue to attract new visitors across our various business streams and, over time, to convert as many of them to F1 customers as possible. Similarly, we want the now significant pool of F1 fans who have become enthused with the sport since Netflix's *'Drive to Survive'* to attend and enjoy the myriad of other events and activities at Silverstone. Ultimately, successful weeks in our business are ones where we have a lot of fans visiting and interacting with a number of different elements of our business from events, to driving activities, karting, any element of our varied food and beverage or hospitality offering and overnight stay options. In short, the modern offer at Silverstone is 'more than motorsport' as this holistic approach to our relationship with our fans and customers extends across the whole business.

Since the challenges of the COVID-19 pandemic we have continued to see year-on-year growth in revenue and profitability supported by the growing popularity and interest in Formula One. Revenue in 2025 was £134m with an EBITDA of £11.4m and for this year revenue is tracking towards £170m.

We employ c.380 permanent Team members with an additional large casual workforce. On average, there are c1,000 talented individuals per month delivering exceptional customer experience and they are supported by some 1,500 volunteer trackside marshals and Race Maker customer service volunteers at all of our major events.

We take our social responsibility seriously too. We support good causes through the Silverstone Foundation and Silverstone has become the first motor racing venue to join the UNFCC Sports for Climate Action programme. We have an ambitious ten-year venue and facility investment strategy as we continue our drive towards being Net Zero as swiftly as reasonably possible.



Chief Commercial Officer (CCO)

Reports to:	Chief Executive Officer
Location:	Silverstone
Key Relationships:	Executive Leadership Team Directorate Leadership Team Silverstone Management Team
Direct Reports:	Sales Director Marketing Director Head of Revenue
Package Details:	Competitive Salary Director Bonus Scheme Private Health – Family Cover Life Assurance Pension – 10% contribution Octopus Electric Vehicle Scheme 25 days holiday Event tickets



Role Purpose

This Chief Commercial Officer will define and deliver a bold vision that drives significant growth across multiple revenue streams and continues to position Silverstone as an internationally renowned motorsport event and multi-faceted, leisure and entertainment destination. Having full responsibility across all commercial functions, outstanding strategic leadership skills, exceptional emotional intelligence, a passion for innovation and natural drive for success are all imperative qualities required to continue to ensure the commercial success of Silverstone.

- Current revenue streams with potential for significant growth include:
 - **Sponsorship and Partnerships** – Silverstone boasts several partnerships to support the delivery of world-class events, driving experiences, corporate hospitality, conferences, and exhibitions. We could and should attract more.
 - **Events** – we have an action-packed calendar with over 40 motor racing events, the main feature being the Formula 1 British Grand Prix which sees over 564,000 fans over 4 days. F1 is flying but this does not currently read across to other major events. We must unlock this.
 - **Leisure** – we are open 52 weeks a year offering experiences including driving on our famous circuit, but we want to go further with a behind-the-scenes tour, growth in retail karting, race simulators and closer coordination with the on-site museum. Greater visitor numbers will increase the opportunities that exist for retail food, beverage and merchandise in our football style megastore.
 - **Business** - our venue is full of possibilities. With a blank canvas on the inside and a Formula 1 circuit outside, we're one of the most versatile conference and exhibition venues in the UK offering our clients a combination of business and leisure. Our geographic location in the UK is a strength in this regard too. Business events dovetail well with our core motorsport activity and support many other commercial workstreams, such as accommodation and banqueting.
 - **Trackside Accommodation** – a Grand Prix circuit is a unique place to stay with a Hilton Garden Inn hotel (197 bedrooms), Escapade Silverstone – a 60-residence hotel (184 bedrooms) complete with Clubhouse, restaurant, pool and gym – both trackside. We run a glamping site used over major events, offering up to 350 luxury tents. Our business will grow if our visitors stay longer.



Key Responsibilities

- Development and implementation of an overarching and comprehensive strategy to drive brand positioning and multiple commercial revenue streams across all areas of the business.
- Work collaboratively with senior leadership to set clear commercial goals and budgets, ensuring alignment with Silverstone's broader business objectives.
- Provide regular and insightful reporting to the CEO and Board, highlighting key commercial achievements, challenges, and strategic recommendations.
- Nurture and develop a high-performing commercial leadership team with clear accountability for revenue growth and brand delivery.
- Continuously identify and capitalize on global trends to identify and implement innovative and new revenue streams and partnerships that align with Silverstone's heritage and future vision.
- Build relationships with commercial partners, media, sponsors, and agencies to elevate Silverstone's brand presence and secure strategic partnerships in new and emerging markets.
- Develop high level sales presentations and sales materials to present the partnership opportunity to key decision makers in targeted companies.
- Ensure that ticketing and premium hospitality package revenue for Formula One British Grand Prix and other high-profile events is maximised whilst delivering exceptional service and experiences for all.
- Ensure implementation of highly effective growth strategies to ensure maximisation of B2B meeting and conference revenue, trade sales targets of all consumer leisure propositions and occupancy and yield of all accommodation options through the effective cross selling to all B2C and B2B target segments.
- Drive commercial financial performance, developing and monitoring budgets, revenue targets, and key performance indicators (KPIs) for all commercial functions.
- Drive brand awareness, visitor engagement and revenue through innovative digital strategies across all channels.
- Develop first class brand standards to ensure a consistent venue experience, reflective of the iconic Silverstone brand.



Skills and Experience

Strategic Acumen

- Significant experience as a CCO or equivalent within a complex, customer-facing, asset-intensive or live-operations environment (e.g. sports venues, major events, hospitality, travel, transport, media or entertainment).
- Intellectually strong with high level of strategic acumen and business management skills. A proven ability to transform vision into reality, ensuring the delivery of a plan that maximises return on investment.
- Demonstrated experience operating at Executive and Board level, influencing strategy, investment decisions and risk appetite.

Commercial Expertise and Operational Delivery

- Proven track record of achievement in leading the development and execution of commercial growth strategies, encompassing the expansion of existing revenue streams and creation of new business channels and partnerships.
- Demonstrable evidence of delivering cutting edge sales strategies resulting in mass sales volumes
- Experience of formulating, presenting, negotiating and closing high value business to business partnership deals, working with senior decision makers in both blue-chip organisations and SMEs.
- Design and implementation of commercially focused marketing strategies to drive brand positioning, engagement and revenue growth.
- A strong appreciation and understanding of changing consumer needs within the sporting, leisure, entertainment or hospitality sectors and a proven ability to "create" and "innovate" to meet demand accordingly.
- In depth appreciation and knowledge of digital transformation strategies with a particular emphasis on enhancing brand positioning and monetisation.

People and Leadership

- Inspirational, inclusive leader with experience of building, developing and retaining high-performing teams, fostering innovation, collaboration, and performance excellence
- Clear communicator able to translate core commercial objectives into business outcomes for all stakeholders.
- Strong collaborator who can work effectively across diverse operational, commercial and creative teams.

Personal Attributes

- Strategic and visionary, with the ability to translate business ambition into actionable outcomes.
 - Clear thinker with strong ROI-based decision making.
 - Strong change leadership and communication skills.
 - Natural gravitas and exceptional influencing and negotiation skills.
 - Collaborative, low-ego and trusted by stakeholders.
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- Pragmatic, delivery-focused and resilient under pressure.
- Passion for innovation, continuous improvement and world-class customer experience.

Our Values & Leadership

At Silverstone, we live by four core values: Authenticity, Inclusivity, Adaptability, and Ownership. Our leaders champion these values every day, empowering our teams to grow, collaborate, and make an impact.

Be You, With Us

We believe that motorsport is for everyone, and so is Silverstone. Our team members and fans come from all backgrounds, and we celebrate the diversity that makes us stronger.

To Apply

Please send a short covering letter, CV and details of current remuneration to our retained executive search partner, PSD Group.

Response address: **ccosilverstone@psdgroup.com**

Closing date: **23 November 2026**

