

Press Release

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MEMBERS

# Vice President (Sport) for Europe Region



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November 2021

## FIA For Members campaign announces Vice President (Sport) for Europe Region

***Mohammed Ben Sulayem and the FIA For Members leadership team are pleased to announce that Anna Nordkvist will be standing as VP Candidate for Sport for Europe.***

Ms Nordkvist is the General Secretary and CEO of Swedish Motor Sports Association. She brings to the FIA For Members campaign more than 20 years of experience in marketing, partner sales, commercial development, as well as management and communication. She is a board member of Rally Sweden and has worked in senior roles for the Swedish Ice Hockey Association. She knows the FIA well as she is also the president of the Digital Motorsport Commission and a member of the Women in Motorsport Commission.

In her role at the Swedish Motorsport Association Anna is key to establishing, maintaining and developing relationships both internally and externally with government, parliament, authorities, other sporting organizations and private companies.

Ms Nordkvist said: "I am delighted to have been chosen by Mohammed ben Sulayem and the FIA For Members team to stand for this key motorsport position. My experience of working with different industries and with different cultures has given me a clear understating of how to embrace and be responsive to change. I also very much enjoy being in a dynamic and results-oriented workplace, and this is how I see the FIA under a leadership of Mohammed Ben Sulayem and the team."

Mohammed Ben Sulayem said: "Anna Nordkvist joins our excellent candidate team as VP Sport for Europe, the second woman to join FIA For Members, alongside Fabiana Ecclestone. Ms Nordkvist brings with her a wealth of senior management experience, motorsport knowledge and passion as well as a clear understanding of how the FIA needs to evolve to tackle the challenges ahead of us. Her present roles within the Digital and Women's commissions are testament to the path of evolution the federation must follow to modernise and innovate."

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