

# Rob Barff - Curriculum Vitae

Name Robert Barff  
Address Jasmine Cottage, The Avenue, Whitfield, Northamptonshire, NN13 5TE, United Kingdom  
Contact [rob@robbarff.com](mailto:rob@robbarff.com) / +44 (0)7885 493129  
D.O.B 16th November 1974  
Qualifications International Racing Drivers Licence  
ARDS Grade S Racing Drivers Instructor Licence  
English Grammar School Education to 'A' Level Standard

## Automotive & Motorsport Consultant, Professional Racing Driver and Driver Coach

Over 23 years of quality experience in British and International motor sport as a race driver and driver coach. In addition has wide experience of a variety of challenging roles including race team management, event logistics & organization, sales & marketing, project consultancy, event delivery & motorsport coaching, manufacturer sales training and live & post production television commentary.

Young yet tremendously experienced, well networked and respected within the Automotive & Motor Racing sectors and a Full Member of the exclusive British Racing Drivers' Club since 2002.

## Areas of Proficiency

- Professional Sports Car & GT driver at the highest level including Le Mans, Daytona, Sebring etc.
- Competitive experience includes Le Mans Prototype (LMP1/2), all types of GT cars and valuable historics
- Race Driver Coaching & Data Interpretation
- Accomplished TV and Live Event Presenter
- Wide experience of Operational Management & Organization
- Sales & Marketing - including successfully identifying new customers
- Detailed understanding of motor sporting client requirements
- All aspects of Event Management
- Motorsport administration including sponsorship proposal and sponsor relations

## References

Stuart Pringle – British Racing Drivers' Club – Club Secretary  
[stuart.pringle@brdc.co.uk](mailto:stuart.pringle@brdc.co.uk) / 01327 850926

## Work Experience

- 1993 – Present Day Professional, successful Racing Driver in both contemporary and costly historic sports cars at the highest levels (See separate Driver Profile document).
- 1994 – Present Day Professional Race Instructor – ARDS Grade S  
Roles include:
- One-to-one Race Driver Coaching with a proven track record of successful graduates
  - Senior Track Instructor at the Silverstone Race School
  - Head of Driving for the Nissan Race Academy
  - Trainer, Road & Track Instructor for Jaguar, Toyota, Lexus, Fiat, Alfa Romeo, Nissan & Mercedes Benz
  - Data Interpretation Engineer
- 2004 – Present Day Live event and recorded television technical analyst commentator  
Roles have included:
- Live commentary for FIA British Formula 1 Grand Prix and Silverstone Classic
  - Co-presenter for 'GT Academy' on Dave TV
  - Technical Analyst Commentator for 'GT Cup Series', 'GT on Four' & 'The British Formula Three International Series' motorsport championships.

## Previous Work Experience

- 2003 Sales Support for the TVR Centre at the 2003 Motorshow. Role involved customer liaison and sales completion.
- 1999 – 2002 Sales Support for the 'Silverstone Racing School' and the 'BRDC Single Seater Championship'. Role involved sales, marketing support, customer liaison, exhibition & event support and business growth planning.
- 1997 – 1998 Team Manager for Challenger Motorsport, Milton Keynes a 4-car Caterham racing team. Role involved team organization, driver management, driver coaching, workshop & stock supervision and office administration.

## Early Career Summary

- 1988 – 1993 Dairy Delivery Specialist. Role involved driving milk-float, delivering milk and collecting money.
- 1986 – 1988 Newspaper Delivery
- Interests Motorsport. Cooking. Foreign travel. General fitness including competitive duathlons, middle distance & marathon running, snow skiing and swimming. Modern art, especially cubism 1912-1915. Reading. Collecting 1/43<sup>rd</sup> scale model racing cars.