

Adam Baker

CEO of Audi Formula Racing GmbH

Adam Baker was born in Australia in 1974 and has been a German citizen since 2018. In 1997, he completed his degree in mechanical engineering at Swinburne University of Technology. He followed up with a graduate diploma in law from the University of Melbourne in 1999.

From 1998 to 2000, Adam worked as an engineer in road car development for the automobile manufacturer Holden in Australia, transitioning to motorsport in 2001. As an engine and systems engineer, he supported the Infiniti IndyCar factory and customer teams in the USA for racing and testing. Between 2002 and 2005, Adam worked as a race team engineer for the Formula 1 engine manufacturer Cosworth. Cosworth assigned him to the customer teams Arrows (2002), Jordan (2003), and later the Jaguar factory team (2004).

At the beginning of 2005, he became the Engine Team Leader for the customer team Minardi. In mid-2005, he transferred to BMW Motorsport as a race team engineer for the BMW Williams F1 team and then the BMW Sauber F1 team before becoming the head of the race and test team in 2007 for the BMW F1 powertrain. In 2010, Adam took over as head of the powertrain department at BMW Motorrad Motorsport for BMW's program in the Superbike World Championship. He led BMW Motorsport's powertrain development department in 2011, including its DTM project, and ran the entire DTM racing program and track testing starting mid-2012.

From 2013 to 2018, Adam was responsible for all race and test programs at BMW Motorsport and customer car build. This included Formula E, WEC, IMSA, DTM, GT3, and GT4 categories. Between 2018 and 2021, he was the Safety Director for the FIA (Fédération Internationale de l'Automobile), responsible for developing and implementing technical and operational solutions to prevent fatal and serious injuries in motorsport.

In 2021, Adam moved to Audi, where he developed the technical, strategic, operational and financial concept for the brand's first involvement in the FIA Formula 1 World Championship. The hybrid power unit developed in-house at Audi's Neuburg facility will head to the starting line at the beginning of the 2026 season.

Adam Baker is the CEO of Audi Formula Racing GmbH.