Profile
Talent Management

# JAMES BALDWIN

**James Baldwin** is emerging as one of Australia's leading television broadcast voices in the country's rapidly expanding motorsport landscape, recognised for his high-level expertise, composure, and ability to make elite-level racing accessible to broad audiences.

With over seven years of experience across national broadcast and live event hosting, James has built a reputation as a versatile on-camera talent, working across commentary, presenting, reporting, live crosses, trackside interviews and stage hosting.

He operates effectively across both studio and circuit environments, bringing clarity, pace and credibility to every format.

Often referred to as "Australia's Formula 1 Voice", James brings a trusted opinion throughout the F1 season, regularly engaged by television and radio networks to deliver expert analysis and contextual insight into the sport's biggest moments.

In 2026, James is engaged by Formula 1 Teams to provide high-level hosting support to key stakeholders, sponsors and VIP guests across the racing calendar. The role reflects his growing reputation as a polished, embedded presence within the F1 paddock and his ability to represent elite brands in premium environments.

James has worked as Lead Presenter for the Adelaide Motorsport Festival, Supports Commentator for the Formula 1 Australian Grand Prix TrackTV Broadcast and delivered commentary and hosting roles for the Shannons SpeedSeries broadcast on Channel 7.

His expertise extends into editorial and branded content, having created and hosted programs for global motorsport series in Extreme E, and brands including McLaren Applied - working with their technical partners, translating complex engineering and performance narratives into compelling, audience-first storytelling.

A highly sought-after corporate MC and event host, James regularly works with high level brands, including Red Bull Australia, and is a top choice for athletes such as Valtteri Bottas to host stage appearances, sponsor activations and premium hospitality environments. Whether in front of the camera or a live audience, he brings authority, energy and authenticity to every platform.

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