

# Profile

## Talent Management



## JAMES BALDWIN

**James Baldwin** is emerging as one of Australia's leading voices in the country's rapidly growing motorsport space. A talented and engaging commentator, presenter and host, James is highly regarded for making elite-level racing stories compelling for both lifelong fans and audiences new to the sport.

With over seven years in the motorsport industry, James brings a significant level of expertise and the versatility to perform any role within motorsports broadcasting, including commentary, presenting, reporting, live crosses, trackside interviews and hosting.

Often referred to as Australia's Formula 1 guy, James is a trusted voice on the F1 season, regularly engaged within TV and radio to provide expert analysis, live commentary and clear explanations of the sport's biggest moments. You may recognise his energetic voice as the Track TV Supports Commentator, interviewing and calling on ground for the 400,000+ attendees at the Melbourne Grand Prix.

Diversifying his portfolio beyond the Formula 1 season, James has easily adapted across categories and formats, working in various roles for the Adelaide Motorsports Festival and delivering commentary for Shannon's SpeedSeries rounds across the country for broadcast on Channel 7.

James' versatility extends to podcasting, where he co-hosts Listen to My Calls covering the World Rally Championship, has previously hosted the Lakeside Drive F1 Podcast, and regularly appears as a guest on a range of other motorsport podcasts. Adding Off Road and Rally Raid to his skillset, James created Off Track, the official podcast for Extreme E. James was engaged by McLaren Applied to host a limited series podcast providing comprehensive insight into the McLaren engineering/technology arm, and The Race F1 Briefing podcast was also launched by James, which has grown into a popular short-form show covering F1 headlines.

A sought after corporate event host, James regularly works with Red Bull Australia, OATH Gin and IHANA Wine, and is a top choice for launches, sponsor activations, stage hosting and VIP programs.

### **Talent Manager:**

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