



FRANCESCO BINDA BESCHI

**CURRICULUM VITAE**



# Personal Information

**Born:** on 15/08/1992 in Cremona, Italy

**Home address:** Cremona, Italy

Castelverde (CR) - Italy

**Education:** Scientific High School diploma

**Languages:** Italian, English

**Hobbies:** historic cars, triathlon



# Present activities

## **TRUSTED TALENT MANAGEMENT Sagl**

From January 2017

Business Development Manager

Trusted is a multi-service company operating within the sport and automotive industry, which provides top drivers, teams and championships' organisers and promoters a full range of services.

With deep knowledge and experience of the motor sport market combined with established relationships with key stakeholders, Trusted established itself as a global sports agency that builds enduring relationships between athletes, brands, the automotive industry and individuals to achieve mutual success.

We provide advice and support to drivers, teams, car manufacturers and brands performing at the highest levels. Our talent management division is driving the racing careers of high-profile drivers making headlines in various motorsport categories.

### **Drivers currently assisted:**

- Stoffel Vandoorne (Mercedes EQ Formula E Team official driver, Mercedes AMG F1 reserve driver, JOTA Sport WEC LMP2 official driver, GreenGT Test Driver and Ambassador)
- Christian Lundgaard (ART Grand Prix FIA F2 official driver, Renault Sport Academy member)
- Gianmaria Bruni (Porsche AG works GT driver in WEC and IMSA)
- Victor Martins (MP Motorsport FIA F3 official driver, Renault Sport Academy member)
- Jorge Lorenzo (5-time MotoGP World Champion)
- Andrea Rosso (Formula Regional European Championship by ALPINE driver)

### **Consultancy services:**

- SPARK Racing Technology (Formula E and Extreme E sole chassis supplier)
- ART Grand Prix (F2, F3, Formula Regional European Championship, WEC)
- Ferdinand Habsburg
- Kart Republic (Karting manufacturer)
- AOTech (CFD Engineering, Driver's Simulator)
- Bullet Sports Management
- Nordauto
- Accel Procom

# Present activities

## **TCR EURO SERIES Ltd (Cambridge, UK)**

From October 2017

Team and Event Coordinator

### **Organiser and promoter of the following touring car championships:**

- TCR Europe, the European Touring Car Championship
- TCR Benelux, the Benelux Touring Car Championship
- TCR Ibérico, the Iberian Touring car Championship
- TCR DSG Europe, the European DSG Endurance Touring Car Championship

## **ACCEL PROCOM SARL (Monte-Carlo, Monaco)**

From January 2018

Business Development

A Company of Acceleration Group, based in Monaco. Accel Procom helps businesses reach growing success through a combination of marketing, public relations, sales promotion and events organization activities. With deep knowledge and experience of the industries combined with established relationships with key-people, Accel Procom team transferred in the company a complete heritage of winning tradition, challenging spirit and respect of the deadlines.

## **NORDAUTO S.r.l. (Tombolo, Italy)**

From October 2018

Co-founder and Managing Director

Nordauto is a company specialized in classic cars' restoration-conservation, storage and racing/testing management (circuit and rally). Nordauto benefits from the incomparable experience of former N.Technology professionals (engine and chassis engineers/mechanics) in the designing, manufacturing, development and management of Alfa Romeo touring cars and FIAT rally cars programs as factory team.

# Past activities

## **BIREL ART S.r.l. (Monza, Italy)**

From July 2014 to December 2017

Business Development Manager & Customer Service Manager

Karting Manufacturer holding the renown Karting brands Birel ART, Ricciardo Kart, RK Karts (Robert Kubica), CompKart, Fullerton Karts, Easykart.

Birel ART is the second largest worldwide Karting Manufacturer which produces a full range of karting products from competition go-karts to hobby go-karts to rental go-karts.

Birel ART organises and promotes in over 10 countries worldwide the Easykart championship, a mono-brand trophy (same chassis and engine) which includes four categories from 8 years old to senior drivers.

## **BIREL ART Racing S.r.l. (Monza, Italy)**

From September 2016 to October 2017

Sporting Director

A fully owned company of Birel ART which operates and manages the factory teams Birel ART Racing, Ricciardo Kart Racing, Birel ART Junior in all the International Karting championships and series.

# Past activities

## **ART Grand Prix S.r.l. (Manerbio, Italy)**

From September 2012 to October 2014

Sporting Director & Customer Service Manager

Karting chassis manufacturer which represents the Karting division of ART Grand Prix. ART Grand Prix designs, manufactures and develops go-kart chassis and accessories for all CIK-FIA categories, Rotax classes, X30 and mini-kart. A brand-new workgroup and a specifically dedicated headquarter located close to the Lonato karting circuit (Brescia, Italy) are established.



**TRUSTED**