

Keynote Speaker

Julia Landauer

Champion Racecar Driver
Podcast Host
Entrepreneur

"Julia is witty and honest and has an incredible ability to be both powerfully impressive and totally relatable."
Accenture

About Julia

Julia Landauer is a 2-time champion racecar driver from New York City, having most recently raced in the NASCAR Xfinity Series. She's raced all over the world, including in the NASCAR Euro Series, where she finished 5th overall, the highest ever for an American. Away from the track, Julia graduated from Stanford University with a bachelor of science, was on CBS' SURVIVOR, and was a Forbes 30 Under 30 honoree. Julia is also a motivational keynote speaker and corporate advisor, advocate for STEM education and women's empowerment, and host of the podcast "If I'm Honest with Julia Landauer." Julia now works at NASCAR on their Strategy & Innovation team.

"Her story is captivating, motivating and exciting and she delivers it in a very authentic way. Her ability to grab the attention of all the people in the room was awesome to watch." *Zillow*







Formats

Keynotes, Q&As, Panels, Fireside Chats, Hosting / Emceeing

Keynotes & Descriptions

Slow In, Fast Out
Racing Rules for Workplace Success

This workplace-oriented keynote draws on the high-stakes world of motorsports to deliver actionable strategies for thriving in any professional environment. Through a collection of powerful racing principles, Julia Landauer explores how strategic preparation, focused execution, resilience, and calculated risks can drive success and innovation. With vivid racing anecdotes and relatable workplace parallels, Julia inspires individuals and teams to embrace discomfort, push limits, and stay persistent until they reach the checkered flag. Perfect for audiences seeking a fresh, dynamic perspective on achieving peak performance and sustainable success.

Audience Takeaways:
Strategic Preparation, Vision and Focus, Risk and Resilience, Personal and Team Optimization, Adaptability Under Pressure, Sustained Performance, Winning Mindset.

Data Drives Success
Winning with Analytics, Adaptation, and Innovation

In high-stakes environments like motorsports and business, success isn't left to chance—it's powered by data-driven decision-making. With over 20 years of experience as a racecar driver and 10 years as a motivational speaker, Julia Landauer reveals how analyzing data, optimizing performance, and adapting in real time creates a competitive edge. In this keynote, she explores how data enhances leadership, strengthens collaboration, and fuels continuous innovation—whether on the track, in life, or in the workplace. Audiences will gain actionable insights on how to leverage technology, embrace iteration, and develop a strategic mindset to drive high-performance results.

Audience Takeaways:
Preparation Creates an Edge, Data-Driven Collaboration, Innovation Through Experimentation, Clarity Builds Confidence, Leadership Shapes Data Culture.

The Drive to Win
Inspired Strategies for Self-Mastery

During her 21-year racing career, Julia Landauer unlocked essential strategies for achieving both personal and professional success. Through dynamic, candid, and often humorous stories from her own journey, Julia equips her audience with actionable strategies to take full ownership of their lives and excel under pressure. Tackling topics like authenticity, leadership, teamwork, overcoming fear, and embracing discomfort, she inspires her audience to pursue self-mastery and develop habits that keep us ahead of the curve. Julia's powerful perspective will leave audiences energized and ready to accelerate toward their goals.

Audience Takeaways:
Ownership of Success, Fear as a Catalyst, Resilience and Grit, Embracing Authenticity, Growth in Discomfort, Preparation and Adaptation, Building Relationships.

Can Nice Girls Win?
Owning Our Success, Elevating Each Other

Starting her racing career at just 10 years old, Julia Landauer quickly faced the challenges of being a female in a male-dominated industry. Through grit, collaboration, and a steadfast commitment to excellence, Julia learned to overcome obstacles by building strong alliances, communicating with purpose, and uplifting other women around her. In this honest and inspiring keynote, Julia opens up about some of her most defining moments in racing, shares powerful team-building strategies, and emphasizes the transformative power of proactive allyship in advancing equality. Prepare to be inspired by Julia's journey and equipped with actionable tools for creating inclusive success.

Audience Takeaways:
Ownership of Success, Recognizing and Overcoming Bias, Self-Advocacy, Building Confidence, Fostering Allyship, Collaborative Empowerment.



Media & Testimonials

View Highlight Reel

View 2019 TEDx Talk

View 2014 TEDx Talk



What People Are Saying

"Julia was entirely professional, detail oriented, easy to work with and went above and beyond my expectations for the presentation." *10th Anniversary Argus Americas Asphalt Summit*

"Julia's message about building confidence, overcoming challenges and breaking barriers truly resonated. Her journey reminded us of the parallels we face in the technology industry where perseverance and self-belief are essential for thriving in a traditionally male-driven space."
Zebra Technologies

"By all accounts, [Julia's] remarks were both timely and energizing. [Her] experience with NASCAR, including the obstacles that [she] overcame to achieve such success in a male-dominated industry, is truly inspiring."
University of New Haven

"Still digesting all the #badass inspiration that is tingling like magic inside my head from this session." *Sana*

"I fully enjoyed [Julia's] keynote speech...the message was very real, inspiring, and relatable! [She] did a fantastic job! *CSDA*