



Emily Latham

KEY FACTS

Current role: Marketing Planning and Strategy Manager, Europe

Company: BMW

Country: F1® in Schools UK

Years competing: 2009 - 2011

School: St. John Payne Catholic Comprehensive School

Now working for BMW in the position of Marketing Planning and Strategy Manager, Europe, Emily is based in the organisation's Munich Headquarters, and has had an incredibly successful career journey since competing in F1 in Schools. In this case study she explains the impact the competition had on her career choices, the valuable skills she learned while taking part, and the unforgettable memories she made while taking part in national and international events.

CASE STUDY

SKILLS THAT MAKE A DIFFERENCE

"I was initially drawn to F1 in Schools by the potential opportunity of competing abroad, and the chance to try something new with friends. However, what really made a longlasting impact was the skills I learnt while taking part.

From project and budget management to understanding how to communicate, collaborate, and lead a team, the competition taught me so many things that I still use every day in my career. I really cannot say the same for what I learnt in the mainstream curriculum, and had it not have been for the competition, I would have left school with these vital skills."

UNFORGETTABLE EXPERIENCES

"After our team signed up to compete, we instantly got the F1 in Schools bug and from that point on we spent the next two years living and breathing the competition! As team Dynamic, we were crowned UK National Champions in 2010 and 2011, and attended the World Finals in Singapore and Malaysia respectively. While we didn't make it onto the global podium, we did come in fourth, as well as winning the Best Verbal Presentation award, both years - nothing like consistency!

Even now, over ten years later, I really can say that taking part in F1 in Schools was one of the best times of my life, and I will forever be grateful for the experiences I had, the wonderful friends I made, and the career path that the challenge took me on."

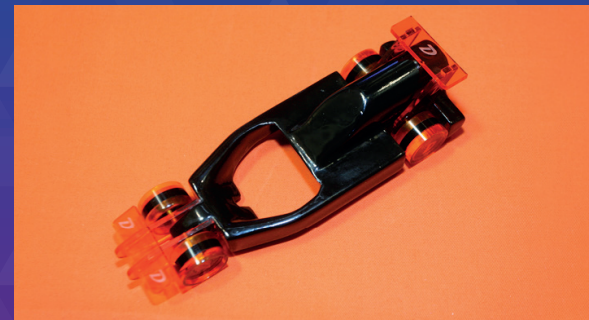
CAREER OPPORTUNITIES

"The main thing that the challenge did for me is to open my eyes to the various roles that existed within the 'real world'! This really informed the degree that I went on to study, ensured that I placed a focus on work experience to further inform career decisions and lead me to exploring a career in Marketing and the automotive industry. I then went on to complete my placement year in the third year of my degree at BMW UK.

Once graduating, I was offered a role back at BMW UK, and since then have completed a number of different marketing roles within BMW & MINI, from experiential and partnership marketing to CRM and social media. Most recently I accepted a transformational role, responsible for Marketing Planning and Strategy across Europe within the BMW Headquarters, which involved an exciting move to Munich."



World Finals 2011



Dynamic's car



Judging an F1® in Schools Event

" Grab the opportunity to be part of F1 in Schools with both hands.

Work hard, the more you put in the more you will get out. Overall, enjoy it - it's so much fun to be a part of at whichever level you get to. "

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