

## CASE STUDY

### Emily Latham

#### F1 IN SCHOOLS STEM CHALLENGE

2011 - National Champions  
Attended World Finals in Malaysia  
2012 - National Champions  
Attended World Finals in Abu Dhabi

*"This competition has given me something that the National Curriculum never could: the chance to have fun with my friends whilst encompassing every discipline possible."*

*"Taking part in this competition has given me the drive to succeed in life. It has made me realise that I can achieve anything that I want to."*



*"Our achievement in F1 I Schools made us realise that success comes from hard work"*

#### Post F1 In Schools STEM Challenge

After a gap year working as part of the F1 in Schools team in the UK, Emily went on to study Business Management at Henley Business School and Reading University with a highly converted internship at BMW.

After completing her internship at BMW, Emily accepted a position as an Experiential and Sports Marketing Executive with BMW

Emily currently works as part of the Customer Loyalty and Acquisitions team at MINI UK

#### Advice to F1 in Schools students:

*"Formula 1 is about achievement. It's how you set a goal through teamwork, planning, excellence and hard work. You need exactly the same attributes to be successful at F1 in Schools."*



*"Has being involved in F1 in Schools changed my life? Definitely!"*