

Stefano Battiston

Chief Commercial Officer at Audi Revolut F1® Team

Stefano Battiston is the Chief Commercial Officer of Audi Revolut F1® Team, where he leads the team's global commercial strategy. Shaping the commercial model, brand architecture, and market positioning from the ground up, Battiston's remit spans partnerships, marketing, communications, digital experiences, and the development of a commercial ecosystem designed for long-term growth.

Since the project's inception, Battiston has been instrumental in creating the team's commercial identity and go-to-market approach. He is focused on a modern, digital-first model to redefine how a Formula 1® team connects with fans and partners, transforming it into a platform that engages culture and technology.

Before joining Sauber Motorsport in 2021, Battiston held senior leadership roles at Maserati and IWC Schaffhausen. At Sauber, he led marketing for the Alfa Romeo F1® Team before becoming Commercial Director for Audi F1® Project, where he laid the foundations for the brand's entry into the sport.

As Chief Commercial Officer since 2024, Battiston is a driving force behind the team's global positioning and partner strategy. He is building Audi Revolut F1® Team into a distinctive, future-facing brand and one of the most transformative projects in modern Formula 1®.

