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MORE THAN EQUAL APPOINTS HEAD OF RESEARCH AND HEAD OF MARKETING AND COMMUNICATIONS

Industry leaders Dr. Fran Longstaff and Zaya Pono join the global motorsport initiative as Head of Research and Head of Marketing and Communications



LONDON, February 15, 2024: Global independent motorsport initiative, More than Equal has announced the expansion of its team with two key hires. Dr. Fran Longstaff joins More than Equal as Head of Research and Zaya Pono is named Head of Marketing and Communications.

Dr. Fran Longstaff is an experienced researcher and sport psychologist with over 18 years of experience in both academia and the commercial sector. Throughout her career, she has developed research teams, secured and led research grants. She has also published peer-reviewed journal articles on a range of topics from the mental health of elite athletes to the use and abuse of alcohol in students. Dr. Longstaff was a senior lecturer in Sport and Exercise Psychology at leading universities across England for many years, has consulted for British Rowing and more recently worked for a wellbeing tech firm as their Head of Behavioural Science. In her role as Head of Research at More Than Equal, Dr. Longstaff will be running a broad range of research projects to support the identification, progression and performance of female talent, including the predictors of female performance, female driver training and monitoring, the evaluation of female and age-appropriate coaching, and the views of fans, sponsors and drivers about women's treatment and involvement within motorsport.

Zaya Pono is a senior global communications lead with 12 years of experience in integrated marketing and communications. She joins More than Equal from Red Bull's international headquarters in Austria, where she was Senior Global Communications lead for one of Red Bull's sports categories. She has built a global career spanning five countries across Asia and Europe and has a track record of launching campaigns and securing coverage across 30 markets. During her time at Red Bull, she has led integrated communications campaigns for Red Bull's world championship events in New York, Paris, Mumbai, Gdańsk and Salzburg, resulting in billions of earned media impressions, video views and online engagement. Prior to Red Bull, she played a leading role in managing regional communications strategies for tech start-ups across Singapore, Malaysia and the Philippines. Pono will play a pivotal role in spearheading More than Equal's global marketing and communications strategy, ensuring awareness and visibility across PR, social media, content, and digital marketing channels.

Dr. Longstaff and Pono both join More than Equal's expert collective in sport and business, with a dedicated team that includes senior leaders from Formula 1, Sport England, International Olympic Committee, Red Bull, Nike, 10 Downing Street, British Cycling and more.

Dr. Fran Longstaff, More than Equal Head of Research said: "Research plays such a crucial role when it comes to athlete and programme development in elite sport. More than Equal is looking to spearhead research, data, and development when it comes to female drivers, and I'm excited to be a

part of such a pioneering initiative. I'm passionate about putting theory and research into practice, and I'm looking forward to using research to help shape athletes and coaches in a high-performance environment like motorsport."

Zaya Pono, More than Equal Head of Marketing and Communications said: "By bridging the performance gap for women and girls, More than Equal's work is instrumental to the development of one of the fastest growing sports in the world, and I'm thrilled about the opportunity to bring my global experience in strategic communications into the programme. I'm looking forward to not only showcase the incredible achievements of female drivers, but also inspire the next generation of women in racing."

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ABOUT MORE THAN EQUAL

More than Equal is a global independent motorsport initiative with a mission to find and develop the first female Formula 1 world champion.

It seeks to close the performance gap for girls and women in motorsport through commissioning and publishing pioneering research, identifying top female racing talent globally with a data-led approach, as well as introducing a world-class, high-performance female driver development programme.

Founded by thirteen-time Grand Prix winner David Coulthard and entrepreneur-philanthropist Karel Komarek, More than Equal brings together the best in sport and business, including Ali Donnelly (Sport England, 10 Downing Street) as CEO; Karen Webb Moss (International Olympic Committee, British Swimming) as Chair; and Kate Beavan (Formula 1) as a Strategic Advisor.

In 2023, More than Equal published its first research report titled 'Inside Track', identifying the barriers that girls and women face in motorsport and proposing solutions to make a difference. The report can be downloaded here: www.morethanequal.com/insidetrackreport.

For more information, visit: www.morethanequal.com.