

Geoff Smith – Biography

Geoff Smith is President of Roush Fenway Racing, operators of 15 professional teams competing in NASCAR's three top professional series. He has held that position for 10 of the 18 years he has been employed by Roush Racing (now Roush Fenway Racing).

Mr. Smith oversees all the business operations of Roush Fenway Racing, which include responsibility for the overall revenue (including sponsorship, endorsements, public relations, licensing and event marketing) as well as the management of the overall cost of the operation and the oversight of its general administrative functions.

He is a recognized leader in motorsports marketing, having marketed and sold sponsorships that have supported the championship efforts of over 100 teams fielded by Jack Roush, and has led the introduction of marketing innovations now regularly employed by NASCAR teams. A recent example includes packaging and selling media content for the Discovery Channel's 13 episode reality series on a Roush Racing driver selection process called "Roush Racing's Driver X."

Mr. Smith is a graduate of the Wayne State University Law School in Detroit, where he practiced transactional business law for 16 years for clients that included motorsports team owners, racing parts suppliers, and race car drivers. He is a graduate of the University of Colorado (B.A. Econ). Mr. Smith and his wife reside outside Charlotte, North Carolina.