

# RACE AGAINST DEMENTIA

# Dementia Research Meets Motorsport: Innovation Accelerator

## Meet the Mentors



Professor Mark Jenkins is an emeritus professor at Cranfield School of Management. Mark's work focuses on competitive strategy, innovation and high performing teams. He is the author of many journal papers and a number of books on strategic management issues, including *Performance at the Limit: Business Lessons from Formula One Motor Racing*; *Advanced Strategic Management* and *The Customer Centered Strategy*.



A business psychologist and leadership development expert, Penny is also Race Against Dementia's CEO. Penny has helped establish Race Against Dementia as a source of fresh-thinking, investing in early-career researchers to catalyse a culture change in dementia research. She has designed the RAD Fellows' Development Programme to accelerate their progress, inspired by best practice in F1.



Prof Scheltens is professor of Neurology and Director of the Alzheimer Center Amsterdam. He is devoted to find better therapies for dementia and as such is involved in clinical and biomarker research as well as drug development in the broadest sense.



An expert in regenerative neurology, Prof Siddharthan Chandran bridges the gap between clinic and the lab. He is Director of the Centre for Clinical Brain Sciences, Edinburgh Neuroscience, the Euan MacDonald Centre and the Anne Rowling Regenerative Neurology Clinic in Edinburgh and is a Group Leader in the UK Dementia Research Institute (DRI).



Andy Damerum has worked in High Performance Engineering for almost three decades, with 20 years as a core part of Red Bull Racing Honda's F1 team. He originates from an electronics engineering background, transitioning to race engineering and has since worked across the Young Driver Development Programme. In 2015, under the technical leadership of Adrian Newey, Andy set up Red Bull Advanced Technologies (RBAT) where he is currently Commercial Development Officer, promoting F1 technologies and processes to other business sectors and high performance vehicle industries.



Duncan Bradley was a founding member of McLaren Applied Technologies, a company within the McLaren Group visioned by Ron Dennis to exploit F1 technology into diverse markets beyond motorsport. Over 14 years year's Duncan applied F1 technology into many markets, including healthcare, life sciences and elite sport applications. These technologies have helped patients with acute and chronic physical and mental conditions to have a better outcome after treatment and athletes to perform better. Duncan now works with MindMaze, a Swiss neuroscience company developing advanced digital therapeutics for brain recovery and restoration.



Andrey Pavlov is Professor of Strategy and Performance at Cranfield School of Management. He teaches on postgraduate and executive programmes, helping students and delegates think through various issues shaping organizational performance and strategic change. His research advances a complex systems view of strategy and performance - the idea that improving the performance of organizations is an ongoing emergent process, which is inseparable from understanding the organizations themselves, their environment, and their historical and social context.



Caroline van den Brul MBE is a Trustee of Alzheimer's Research UK and funds the David Hague Early investigator of the Year award. She had a successful career as a BBC science programme maker. Her shows include *Tomorrow's World*, *Horizon*, *Hospital Watch*, *What the Romans Did for Us*, *Meet the Ancestors*. She has two Bafta nominations and an MBE for services to broadcasting. She currently runs narrative skills and pitching workshops for scientists including RAD researchers.



David Llewellyn is a Professor at the University of Exeter Medical School and a [Fellow at the Alan Turing Institute](#). His research aims to enhance the timely detection of dementia, with a focus on developing strategies for primary and secondary prevention. He sits on Alzheimer's Research UK's Grant Review Board and is also the Exeter Institute for Data Science and Artificial Intelligence Clinical Theme Lead and the Turing Exeter University Clinical Lead. He sits on the Steering Committee and leads the Clinical Advisory Group of the Early Detection of Neurodegeneration (EDoN) Initiative (<https://edon-initiative.org/>) and is Director of the Deep Dementia Phenotyping (DEMON) Network (<http://demondementia.com/>).