

**Robin Braig**  
**Daytona International Speedway President**

Robin Braig serves as president of International Speedway Corporation's flagship motorsports facility -- Daytona International Speedway. As president of DIS, Braig oversees all speedway activities including event entertainment, fan amenities and ticket sales. He was named DIS President in 2002.

Prior to his current position, Braig served as ISC Vice President of Consumer Marketing. As vice president of Consumer Sales and Marketing, he oversaw various company departments including consumer marketing, group sales, all Internet functions, corporate ticketing and national advertising programs.

Before joining ISC, he served as Vice President and General Manager of Phoenix International Raceway from 1999-2002.

Prior to being named executive vice president and general manager of PIR in 1999, Braig served as corporate operations manager for ISC from 1998 to 1999. As manager, his responsibilities included business development projects at PIR.

Braig joined ISC in 1998 from Anheuser-Busch where he has served as the company's director of sports marketing since 1990. He joined Anheuser-Busch in 1983. As director of sports marketing, Braig was responsible for the control and direction of all sports marketing activities.

He worked to creatively direct all sports projects (international and domestic) including Summer and Winter Olympics, World Cup Soccer, MLS Soccer, USA Volleyball and COPA America. He also worked on related projects in golf, baseball, football, basketball, motorsports, hockey, rodeo, skiing, boxing, surfing and jet sports.

Braig holds an M.S. in sports administration from Ohio University in Athens, Ohio and a B.A. in radio, television and journalism from Marietta College in Marietta, Ohio.