

# WHITE ICE CYCLE

British Adventurer, Business Owner, Motivational Speaker, Brand Ambassador

Hear the compelling and inspirational story of a British businesswomen who against all odds, set a new major polar record.



*"The White Ice Cycle was about modernising polar travel. It was about being creative, being smart and being first."*



Maria is now available for after dinner talks, business functions and public speaking events. Contact the White Ice Cycle team to make a booking.

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## Biography

On the 27th December 2013, Maria Leijerstam became the first person in the world to cycle to the South Pole from the edge of the Antarctic continent. She set the new World Record for the fastest human powered coast to pole traverse, completing her journey in 10 days, 14 hours and 56 minutes.

Maria spent four years planning, creating, training and preparing for this double world record. She built a winning team, drove the project from concept to delivery, pushed through extreme mental and physical barriers and achieved the unthinkable.

In 2012 Maria was the first woman to complete the Siberian Black Ice Race (a 650km cycle across Lake Baikal), coming second overall and in 2007 she was the first Welsh woman to complete the Marathon Des Sables (running six marathons in seven days across the Sahara Desert). She has also raced on the World Series Adventure Racing circuit, representing Great Britain, over the last seven years.

Maria has worked for a variety of multi-national organisations including BAE Systems, Ford of Europe and Siemens. She began her career as a Rocket Scientist later moving on to a project management role. She specialised in Business Improvement using methodologies such as Lean Six Sigma and spent a number of years travelling around the world applying her skills across the automotive industry. She later worked for Siemens as Head of Business Improvement for the IT division in the UK.

Maria has a wealth of knowledge in expedition planning, event management and physical training and in 2010, Maria set up her own business, where she combined her love of sport with her business acumen.

She runs Multisport Ltd, an events and training company based in South Wales.

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## Presentation Topics

- Aim higher than your neighbour, it's a world of competition

*During the White Ice cycle, Maria was not the only one aiming for a world first. This talk shows how she had to be fitter, smarter and more innovative than her rivals.*

- Success of a World First record is all in the planning

*This talk looks at the stages of planning over the four-year period leading up to the White Ice cycle expedition, as well as the change in plans needed to achieve this World First.*

- 21<sup>st</sup> century modernisation at the bottom of the world

*This talk focuses on the innovation behind the White Ice Cycle, in choosing a route, not tested by adventurers and the design of the polar cycle*

- Build a support network, life will be more fun

*Maria needed to form a global team of experts who were leaders in their field of expertise. This talk takes you on a journey around the world in search of the perfect team.*

Maria speaks with great passion and humility and addresses the audience in an engaging and entertaining manner. She combines humour with the more serious matters of physical pain and mental stamina needed to achieve such incredible feats.

She adapts her talks to suit her audiences and has a selection of stunning photography and emotional moving footage to keep her audience entertained.

Talks last between 20 minutes and 90 minutes and always allow for questions at the end.

If you have any special requests then please don't hesitate to ask as all of the topics above can be amended or combined in order to meet your requirements.