



ALBA COLON

DIRECTOR OF COMPETITION SYSTEMS

Alba Colon joined Hendrick Motorsports as the organization's director of competition systems at the start of 2018. In her role, Colon works to enhance capabilities that directly support at-track competition, including the simulation group, data acquisition, analytics and communication technologies along with research and development.

Long regarded as one of the most influential women in the sport, Colon came to Hendrick Motorsports after a career that spanned more than two decades with General Motors. There, she had served as the NASCAR Cup Series program manager for Chevrolet since 2001.

Under Colon's charge, Chevrolet amassed 286 race wins, 12 driver's championships (2001, '05, '06, '07, '08, '09, '10, '11, '13, '14 & '16), and 14 Manufacturers' Cup awards (2001, '03, '04, '05, '06, '07, '08, '09, '10, '11, '12, '13, '14 & '15) through the 2017 season.

She was initially hired by General Motors in 1994 as a data acquisition engineer for the Oval Track Group, dealing with the NASCAR Cup Series, Truck Series, Xfinity Series and ASA. In 1998 she was named NHRA pro stock truck program manager and in 2000 she was placed in charge of all of GM Racing's NHRA drag-racing programs, including funny car, top fuel dragster, pro stock, pro stock truck and sportsman series. The following year, she was pegged to head up General Motors' most visible racing program – the NASCAR Cup Series.

Born Alba Lynnette Colon Rodriguez in 1968 in Salamanca, Spain, Colon moved with her family to Puerto Rico at the age of 3. She went on to earn a degree in mechanical engineering from the University of Puerto Rico, Mayaguez campus, where she is an industry advisory board member for the school's college of engineering and mechanical engineering department.

Colon's dream was to be an astronaut, following in the footsteps of her heroine, Sally Ride, and her interest in science and math inspired her to pursue her degree in engineering. But when a professor introduced Colon to the Formula SAE program, where she, as team captain, built solar-powered race cars from the ground up, her dream shifted. Colon exhibited the Formula SAE cars at events held at the Silverdome in Pontiac, Michigan, which eventually helped lead to her first job in motor sports at General Motors.

Colon has been featured in numerous media pieces including ESPN's "E-60", CNNMoney, NBC Charlotte, FOX Sports 1, Telemundo, Univision, USA Today Business, RACER Magazine, AutoWeek, Black Enterprise Magazine, Vanidades and Latina Style.

In 2017, the Hispanic Heritage Foundation recognized Colon with the STEM Award for her contributions in science, technology, engineering and mathematics. She was honored as one of Business Insider's 23 Most Powerful Women Engineers in the World in 2015 and in 2007, she was named one of Hispanic Business Magazine's 20 Elite Women.