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The Business Elevation Show with Chris Cooper - Be More. Achieve More Friday at 8 AM Pacific

December 28th 2018: Encore: Winning the Dakar Rally and Business Success - Motorsport, business and mobility of the future with Jutta Kleinschmidt and Chris Cooper

To become the most successful woman in global motorsport as well as a high achieving person in business means lots of incredible lessons along the way. My guest Jutta Kleinschmidt is the first and so far the only woman who has ever taken outright victory in the longest and toughest rally in the world, the Dakar Rally. Amongst Dakar and her many other adventures, vision and courage are needed in equal measure. Join me and be inspired by Jutta's incredible life and motor racing journey and learn the life and business lessons she has acquired along the way. In addition, we will also be talking ab

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Featured Guest



Jutta Kleinschmidt

Jutta is one of the most, if not the most successful woman in global motorsport. She is the first and so far the only woman who has ever taken outright victory in the longest and toughest rally in the world, the Dakar Rally. In 2004 she participated in the Race Across America.

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