

ALBA COLÓN

DIRECTOR OF COMPETITION SYSTEMS

HENDRICK MOTORSPORTS

In January 2018, decorated auto racing engineer Alba Colón joined Hendrick Motorsports as Director of Competition Systems. She works to enhance capabilities that directly support on-track competition for the 14-time NASCAR Cup Series champions with responsibility for critical areas including developing technologies, data analytics and managing the Team Operations Center.

Long regarded as one of the most influential women in NASCAR, Colón came to Hendrick Motorsports after a well-chronicled career with General Motors that spanned more than two decades. While at GM, she served as the NASCAR Cup Series Program Manager for Chevrolet from 2001 until 2017. Under Colón's leadership, Chevrolet was the most dominant manufacturer in the NASCAR Cup Series, amassing 286 race wins, 12 driver championships and 14 manufacturer titles. While at Hendrick Motorsports, the team has won 48 races and 2 driver championships.

Colón has received numerous honors for her pioneering work. In 2017, the Hispanic Heritage Foundation presented her with the STEM Award for 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. In 2021, the American Society of Mechanical Engineers presented her the prestigious Kate Gleason Award. In 2023, Colón received the Rodica Baranescu Award from SAE International for Technical and Leadership Excellence, among other awards.