

# WOMEN

## A FORCE IN BUSINESS

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**Jessica Fickenscher**  
**Chief Experience Officer**  
**Speedway Motorsports**

Jessica Fickenscher is the chief experience officer at Speedway Motorsports. In this role, Fickenscher develops new Fans First initiatives and continues improving the sports entertainment company's best-in-class fan experiences.

Fickenscher, a member of Speedway Motorsports for more than two decades, also facilitates capital improvement and property development projects across all eight of Speedway Motorsports' premier NASCAR facilities and oversees the company's relationship with food services partner, Levy Restaurants. In addition, she leads business operations as the senior executive for company subsidiaries U.S. Legend Cars International, the world's largest producer of fun and affordable race cars, and SMI Properties, a souvenir production and merchandising division.



Previously, Fickenscher served as Senior Vice President of Special Projects. She worked for seven years as Speedway Motorsports' vice president of special projects before a promotion in July of 2018.

Additionally, Fickenscher served as director of special projects from 2008-2011, director of client services from 2006-2008 and manager of client services from 2001-2006. From 1999 to 2001, Fickenscher worked as a sales coordinator for the Performance Racing Network.

Fickenscher graduated from Belmont Abbey College in 1998 with a degree in Sports Management and Business Administration.

Fickenscher is the managing director of Speedway Children's Charities national chapter and serves as a board member for the Charlotte chapter. Speedway Children's Charities is a non-profit 501(c)(3) organization that provides funding for non-profit organizations in the Charlotte community that meet the direct needs of children.