

International Women's Day Celebration

#EmbraceEquity



UNIVERSITY OF RICHMOND
Robins School of Business™
THE RICHMOND MBA



VA COUNCIL OF CEOS

Keynote Speaker



Lori Waran
President, Richmond Raceway

Lori Waran launched her career with Sodexo Marriott in the southwest harbor of Washington D.C. starting her management profession in hospitality with dinner cruise company Spirit Cruises. Entertaining government dignitaries, professional sports teams, and corporations both inside and outside the beltway became a way of life. After 8 years, Lori and her family moved to her hometown of Richmond, Virginia where she joined Auto Trader and started her nearly 20-year career in the media and communications industry.

Shortly thereafter, Landmark Media tapped Lori to take the helm of the Richmond alt-weekly, Style Weekly as Publisher where Lori led the team for 15 years. She was the youngest Publisher in the United States for an alternative weekly at that time. In 2020 Lori was asked to lead the team at Virginia Business Magazine + Media as Associated Publisher and Chief Revenue Officer.

Building audiences and cultivating innovation are skills well honed by Lori throughout her career which is why most recently, NASCAR tapped Lori to take the helm at Richmond Raceway as the first female track President in 76 years. She is thrilled to engage loyal fans and new fans and create an iconic fan experience for years to come.

Lori is used to living life in the “fast lane” with her husband of 24 years and two sons - one in college at Virginia Tech and one in high school at Hanover High School. All of whom drive too fast.