



**Alba Colón**

Director of Technical Partnerships  
Hendrick Motorsports

Alba Colón earned her Bachelor of Science in Mechanical Engineering from the University of Puerto Rico, Mayaguez (UPRM), where her passion for engineering and motorsports took root. As a proud alumna, she maintains a strong connection to her alma mater, serving as the Chair of the UPRM School of Engineering Industry Advisory Board, where she works to strengthen industry partnerships and support the next generation of engineers.

Currently, Colón is the Director of Technical Partnerships at Hendrick Motorsports, where she plays a pivotal role in the success of the 14-time NASCAR Cup Series champions. Her multifaceted responsibilities include overseeing the Team Operations Center, fostering key technical collaborations, recruiting top engineering talent, and driving the organization's sustainability initiatives.

Before joining Hendrick Motorsports, Colón spent over two decades at General Motors, where she held various roles, including NASCAR Cup Series Program Manager for Chevrolet. Under her leadership, Chevrolet became a dominant force in NASCAR, achieving 286 race wins, 12 driver championships, and 14 manufacturer titles. Since transitioning to Hendrick Motorsports, her contributions have been instrumental in securing 63 race wins and two driver championships, further solidifying her legacy in motorsports.

Colón's exceptional contributions have garnered numerous accolades. In 2017, she received the STEM Award from the Hispanic Heritage Foundation for her commitment to advancing Science, Technology, Engineering, and Mathematics. Additional honors include the Game Changers Award from the Sports Business Journal (2018), the Kate Gleason Award from ASME (2021), and the Rodica Baranescu Award for Technical and Leadership Excellence from SAE International (2023). That same year, she was also recognized with SAE International's Contributor of the Year Award for her outstanding contributions to section management, further highlighting her dedication to the organization and its mission.

A longstanding and dedicated member of SAE International, Colón's involvement spans decades. Her journey began as a member and officer of the UPRM SAE chapter, where she founded the university's Formula SAE team. Over the years, she has held roles as a competitor, mentor, organizer, and judge for Formula SAE events. Colón has also served in leadership positions within SAE, including the Board of Directors, the Fellows Committee, and the Foundation's Annual Giving Committee. She is an active member of both the SAE Detroit Section and the SAE Carolina Section, where she currently serves as Chair until May 2025, contributing to the professional development of engineers and students alike.

Beyond her work with SAE, Colón serves on advisory boards for several engineering schools, leveraging her expertise to guide academic programs and foster industry collaboration. Her dedication extends to mentoring Formula SAE teams and individual students, empowering the next generation of innovators and engineers.

A passionate advocate for diversity and inclusion, Colón is a member of Women in Motorsports North America, where she supports initiatives to create opportunities for women across all areas of motorsports. She also serves on the Board of Directors for the STEAM Sports Foundation, promoting the integration of science, technology, engineering, arts, and mathematics into education.

Through her distinguished career, Colón has become a symbol of technical excellence, leadership, and advocacy. Her commitment to advancing engineering, fostering diversity, and inspiring future generations underscores her profound impact on the motorsports industry and beyond.