

BRIANA MOTT IS NEW DIRECTOR OF TEAM VALOR'S CLIENT RELATIONS YOUNG BLUEGRASS ENTREPRENEUR TO TAKE REINS FROM MEGAN JONES PENN STATE ANIMAL SCIENCES GRAD HAS INTERNATIONAL BACKGROUND

Briana Marie Mott, 25, has been tabbed by Team Valor International President Barry Irwin to replace Megan Jones as director of client relations for the company.



Born in Upstate New York in the town of Lowville, Miss Mott was raised in Syracuse. She developed a love of horses at a young age and eventually sought a bachelor degree in animal sciences at Penn State, which she duly obtained before embarking on a worldwide adventure that preceded her hiring at Team Valor.

Following graduation, Miss Mott like Amy Collingsworth before her enrolled in KEMI (Kentucky Equine Management Internship), where during her course she worked at Ashford Stud in Versailles just up the road from Team Valor's office. She worked at the prestigious bluegrass veterinary firm of Hagyard, Davidson and McGee.

Briana Mott will receive full Team Valor indoctrination during 2014.

Miss Mott continued to explore her options in the Thoroughbred industry, including a worthwhile stint with the Nick Zito stable, where she rode the pony taking horses to and from the racetrack, as well as grooming and hot-walking Thoroughbreds in training.

An adventurous young lady, Miss Mott next did a tour of duty as a farm employee at world famous Windsor Park Stud, which is operated as a division of the mighty Coolmore Stud empire. Back in the United States, she added to her resume by working Keeneland and Fasig-Tipton sales during public auctions and gaining valuable experience in offices of farms and sales consignors.

During her time Down Under, Miss Mott observed first hand the transformation in Australia achieved by a group of clever promoters that lifted the decaying racetrack atmosphere out of the doldrums by introducing fashion as a means of increasing involvement of women attending the races. Addition of dress-up days in Australian racing is credited with not only increasing attendance of women at the races, but ratcheting up the crowds overall to current record levels.

So in 2012, Miss Mott started her own company named Fashion at the Races, designed to do for American racing what a similar enterprise did for the sport in Australia. For the last couple of years, she also has produced a calendar featuring well-dressed models either astride or near Thoroughbreds and marketed these to the public. Miss Mott and Miss Jones share an interest in promoting this idea and Team Valor anticipates some symbiosis of the two companies in years to come, especially with the Team Valor Ladies LLC racing partnership.



"Briana is a sharp cookie," noted Irwin. "She believes in this concept and over the last two years has devoted a lot of time and energy to her pet project. And it has just begun to pay off, too, as this season at the Kentucky Derby, Preakness and Belmont Stakes, Briana will serve as the representative for Triple Crown sponsor Longines. She will be on site doing her best to promote the high-end Swiss-based watchmaker and her own company Fashion at the Races. Additionally, Briana is planning a trip at month's end to Dubai for the annual fashion contest at the World Cup.



“Briana is doing her best to return the experience of going racing in an elegant manner to today’s sport. It is interesting to note that fashion is an integral part of important racedays in many parts of the world, including Australia, South Africa and Dubai. Team Valor and its partners can only benefit from this type of focus on fashion.”



Currently Miss Mott is being prepared to substitute as administrator of Team Valor’s office in the United Bank building in Versailles for longtime office manager Amy Collingsworth, who will be on leave for 3 months starting around May 15 when she is expected to deliver her third child.

In the next 5 months, Miss Mott not only will hold down the fort as office coordinator, but she will begin to learn what is involved in becoming director of client relations. Megan Jones plans to spend time with Miss Mott in Versailles and prep her for her new job in dealing with the clients. It is anticipated that by the end of the year, Miss Mott will be up to full speed.

“The background Briana will get from learning and performing Amy’s job will prove invaluable for her in her future duties as director of client relations,” said Irwin. “Megan herself began with Team Valor in exactly the same manner 6 years ago. But unlike Megan, Briana will have a mentor to prepare her for the next step. In order to really service our customers to the fullest extent, a background in how the company functions is essential.”

Miss Mott for the last couple of years has rented a suite above the carriage house at Irwin’s Versailles residence, which has allowed both Barry and Kathleen Irwin to get to know her.

“She brings an intoxicating mix of experience and talent to Team Valor,” Irwin said. “She knows a lot of people in the Thoroughbred industry, having interacted with them in a business capacity. In her push to promote her own fashion business, she has become very well known among racetrack operators and front-office employees.

“Briana has a winning personality, knows how to mix business with pleasure and is a confident young lady capable of holding her own in any company. It should not surprise anybody that knows her that she thrived as a bartender.

“Important to our company is the fact that Briana has a good understanding of international racing, because Team Valor plans to make some incursions in Australia, where Animal Kingdom now spends half of his time. We plan to race a small stable of select runners in OZ.”

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