

Fortitude Consulting Powers Into the Racing World with #99 Kolby Schroder and HDR Hoosier Daddy Racing

Tampa, Florida Mar 13, 2025 ([IssueWire.com](https://www.issuewire.com)) - Fortitude Consulting, the elite business advisory firm led by renowned consultant Shawn C. O'Neil, is making waves in 2024—not just in boardrooms but on the high-speed battlegrounds of dirt racing. This year, Fortitude proudly announces its entry into motorsports sponsorship, backing two high-caliber racing teams:

- #99 Kolby Schroder Racing – Competing for the Big Block Modified Points Championship at Lebanon Valley Speedway and Albany-Saratoga Speedway in New York.
- Chris “Hoosier Daddy” Hoffman – Leading the charge at HDR Hoosier Daddy Racing Kart Team.

Fortitude Consulting has built its reputation by helping businesses dominate their industries, and now, it's bringing that same relentless energy to the racetrack.

FORTITUDE CONSULTING: EXPANDING GLOBALLY & DOMINATING LOCALLY

2024 is a landmark year for Fortitude, as it expands its global footprint by launching BPO, back-office solutions, and virtual professional services in the Philippines—offering small businesses across the U.S. elite operational support.

“As we grow internationally, we also wanted to solidify our presence in one of the most authentic, competitive, and high-adrenaline sports in America—dirt track racing,” says Shawn C. O'Neil, CEO of Fortitude Consulting.

With dirt track racing's fiercely loyal fan base, Fortitude sees this sponsorship as a power move to align with a sport built on grit, determination, and raw horsepower.

THE #99 KOLBY SCHRODER TEAM: FIGHTING FOR GLORY

Kolby Schroder, a veteran driver with 13 years in Big Block Modified competition, is a household name at Lebanon Valley Speedway and Albany-Saratoga Speedway.

2024 Season Highlights:

- 🏆 3rd Place in Overall Points at Lebanon Valley
- 🏆 Feature Winner
- 🏆 Top-10 Finishes in 13 Races
- 🏆 Expanding Full-Time to Albany-Saratoga Speedway

Schroder's family-driven and high-performance team makes them an ideal partner for Fortitude Consulting's win-at-all-costs philosophy.

WHY THIS PARTNERSHIP MATTERS

This is more than just logos on a car—it's about aligning champions with champions.

- 🏆 Business Growth Meets High-Speed Action: Fortitude brings elite-level strategy to both racing and

business.

🔗 High-Visibility Branding: Fortitude’s sponsorship puts its brand in front of thousands of dedicated race fans every single week.

🔗 Engaging the Fanbase: Fortitude will leverage social media, events, and digital content to maximize exposure and engagement.

“This is just the beginning,” adds O’Neil. “We’re not here to participate—we’re here to dominate.”

SEE YOU AT THE TRACK!

The 2024 race season is already heating up, and Fortitude Consulting is ready to go full throttle.

Follow these steps:

🔗 #99 Kolby Schroder Racing: Lebanon Valley Speedway & Albany-Saratoga Speedway

🔗 HDR Hoosier Daddy Racing Kart Team: Competing in elite karting circuits

Fans, clients, and business owners—buckle up. This year, we’re racing toward greatness.

DRIVERS, START YOUR ENGINES!

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