

Marcus Willson

Chair, Board of Directors

Marcus Willson is a Canadian executive, entrepreneur, and community leader with extensive experience in operations, growth management, and organizational governance. He currently serves as Chair of the Board at the National Ski Academy (NSA), where he provides strategic guidance, financial oversight, and leadership during a critical phase in the Academy's growth. Marcus is also the Chief Operating Officer at Pulse Medical Inc., a Hamilton-based healthcare technology company, leading national operations and driving innovation in medical-alert solutions for Canadian seniors.

Throughout his career, Marcus has held senior leadership roles at Shared Services West, The Sales Connection, and Double EL Solutions Inc., where he guided organizations through growth and transformation, developing strategies for operational efficiency, systems integration, and sustainable expansion. His leadership experience is complemented by a BBA (Honours) in Business, with a focus on finance, marketing, and accounting.

A lifelong alpine skier and former competitive FIS-level athlete, Marcus represented Canada on the slopes and remains deeply connected to ski racing. His passion for the sport and commitment to athlete development inform his leadership at NSA, where he focuses on athlete-centred programming, community engagement, and the long-term sustainability of the Academy. Known for his integrity and effective governance, Marcus brings a unique combination of business acumen and sports leadership to his roles.