

## **Robert Morash**

Director, HR & Governance Committee

Robert Morash recently retired as President and General Manager of Head Canada, where he led the Canadian subsidiary of the global Head company, overseeing sales, marketing, operations, and finance, while also serving as a member of the international product strategy team. Prior to Head, he ran the Atomic ski division for Amer Sports with similar responsibilities, and earlier in his career spent a decade in the ice hockey industry with Bauer Nike Hockey in marketing and general management, as well as three years with Lang & Associates in sports sponsorship. A lifelong skier and tennis enthusiast, Robert has a particular passion for backcountry skiing and continues to play competitive tennis several times a week. He also enjoys travel and manages a farm property in the Collingwood area.

Drawing on both his professional and personal experiences, Robert brings to the National Ski Academy strong business acumen, strategic planning expertise, and insights into sponsorship and fundraising. With past board experience at the Toronto Cricket Club, he also offers valuable perspective in facility management, budget planning, legal oversight, and membership engagement. He hopes to support the NSA in advancing its dual pillars of ski racing and education, helping the academy thrive as a leader in athlete development.