

Martti Uusitalo



Year of birth: 1971

Martti Uusitalo is an experienced business executive, shareholder, and international sports governance leader whose career spans elite sport, executive management, and international institutional governance. He brings a rare combination of strategic leadership and deep operational, developed in demanding and continuously evolving environments.

Mr. Uusitalo began his career as a **professional Alpine skier**, representing the **Finnish National Team** until 1994. His background as a high-performance athlete provided him with first-hand insight into the demands of elite competition and the dynamics of international sport.

Following his retirement as an athlete, Mr. Uusitalo moved into coaching and leadership roles, serving as **Head Coach of the Finnish Women's Alpine National Team**, where he built a successful program including athletes such as **Tanja Poutiainen**. He subsequently held responsibility for **Finnish Alpine and Freestyle Skiing** at the national level until 2001.

In 2001, Mr. Uusitalo was appointed **Alpine Coordinator for the International Ski Federation (FIS)**. In this role, he worked on several major international initiatives, including the **Nations Team Event**, **World Championship inspection groups**, and preparations related to the **Olympic Winter Games**. This position further strengthened his expertise in international governance, large-scale event management, and multi-stakeholder coordination.

Alongside his sporting career, Mr. Uusitalo has built a strong track record in business leadership. He served as **Shareholder and Managing Director of Outdoor brand Halti Ltd.** Halti's international marketing strategy during this period was strongly based on long-term sponsorship within the global skiing community, and the company has acted as a main sponsor and official clothing supplier for several **FIS World Championships**.

Today, Mr. Uusitalo is a **Shareholder and Chief Executive Officer of Oy Patrol Trading Ab**, one of the most significant sports equipment import companies in Scandinavia and Baltics. Since 2014, he has also been the **shareholder of Vauhti Oy**, the oldest ski wax companies in the world.

Mr. Uusitalo holds key leadership positions at both national and international levels. He serves as **Vice Chair of the Finnish Ski Association and Board Member of the Finnish Olympic Committee**. Internationally, he has held numerous senior roles within the **International Ski Federation**, including **Treasurer, Chair of the Finance Committee, Chair of the Audit Committee, Vice President of the FIS Council, and Member of the Executive Board**.

Mr. Uusitalo's long-standing experience and in-depth understanding of the operational dynamics of the International Ski Federation, his ability to operate effectively in complex and changing environments, and his strategic outlook on the future—combined with **14 years of experience as a member of the FIS Council**—provide him with a unique perspective and a strong capability to support and guide the organization through its future development and transformation needs.