

# FIONA STEVENS

*Our future belongs to all of us*

Since 2022, I have been proud to help lead some key initiatives driving the transformation and modernisation at FIS. There has been significant progress, but there is much more to achieve.

I am fully committed to continuing that change to build a more innovative, valuable, and athlete-centred future for FIS and snow sports.

Combined with a 40-year career in business with independent thinking, this experience and my work on the Strategic Plans over the last 4 years, gives me a clear-eyed perspective on our sport's complexities.

I firmly believe in sustaining this momentum, sharpening the focus, and delivering on our strategic ambitions – for all of us.



**FIS COUNCIL MEMBER AND  
2026 CANDIDATE**

New Zealand  
1960  
Bachelor of Commerce,  
University of Canterbury

**FIS  
RESPONSIBILITIES  
AND PROJECTS**

**FIS Council Member since 2022**

**RESPONSIBILITIES SINCE 2022**

- Chair of Strategic Planning
- Led the creation and delivery of FIS's first (2023), and subsequent Strategic Plans (2024-26) that established a long-term roadmap that has guided our transformation and modernisation
- Women's Committee Steering Group Lead: championed the formation of a unified Women's Committee
- Freeride World Tour Working Group

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## BUSINESS AND GOVERNANCE EXPERIENCE

My journey in snow sports has taken me from competing at the Olympics, World Championships, and Alpine World Cups to serving on the FIS Council since 2022.

- Founder and Brand Strategist with 40+ years experience
- Established and operated businesses and not-for-profit organisations
- Guided global brands across strategy, branding, marketing and communications
- Specialist expertise in fundraising, sponsorship, relationship building and event creation and organisation
- Governance and board roles across New Zealand sport and arts organisations

## SPORTS BACKGROUND

- Winter Olympian, former World Cup Alpine Ski Racer
- Former top 30 in the world in Slalom

### New Zealand snow sports pioneer:

- First New Zealander to win an FIS race
- Record holder of number of NZ National Titles won
- Brought FIS races and World Cup TV to NZ

## THE SNOWVISION FOUNDATION

Founder of The Snowvision Foundation, a charitable trust that has built a legacy capital fund supporting New Zealand snow sports athletes and projects across the disciplines since 2005.

Fiona Stevens



THANK  
YOU

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