

DEIDRA DIONNE

Candidate for Re-Election – FIS Council



**PROVEN LEADERSHIP. ATHLETE PERSPECTIVE.
COMMERCIAL EXPERTISE.**

Current FIS Council Member (elected 2022), Deidra Dionne brings a rare combination of elite athlete experience and global sport business leadership to help shape the future of snow sports for our athletes and NSAs.

WHAT I STAND FOR

- Restore Accountability – transparency, financial discipline, clear governance
- Put Athletes First – real voice, better safety, stronger earning potential
- Modernize the Disciplines – better formats, smarter calendar, global fan growth
- Drive Revenue Growth – modern media, digital platforms, new partnerships

WHY DEIDRA

- Contributing and experienced FIS Council Member
- Global commercial experience across media rights, revenue growth and digital transformation
- Olympic Medalist & 2x Olympian in Freestyle Skiing Aerials
- Leadership role in global media (DAZN) and across Canadian sport system

A CLEAR COMMITMENT

We have a responsibility to evolve FIS — to better serve athletes, strengthen federations, and grow global impact. Our evolution must prioritize clear governance, financial discipline and transparent leadership.

A RESPECTFUL REQUEST

I would be honoured to have your support for re-election as a FIS Council Member. Together, we can continue building a stronger, modern and prosperous federation for our athletes and NSAs.

Deidra Dionne – circa 1982