

# Fredy KEIROUZ

**FLS President    FIS Council member    Director**

## Personal Data

Born in :20-07-1971  
Bsharri - North Lebanon  
Married and father to twin girls  
Mobile number: +9613399799  
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## Sports

- Since 2024: FIS Council member
- Since 2020: President of Lebanese Ski and Biathlon Federation
- Since 2006: Executive Board Member of the Small Evolving Ski Nations
- Since 2009: President of Downhill’s Club a Skiing Club in Lebanon
- 2004-2020: General Secretary of the Lebanese Ski Federation
- 2012-2015: Executive Board Member of the Lebanese Olympic Committee “Chairman of Marketing Commission”
- Feb. 2014: Head of the Lebanese Delegation for the Olympic Winter Games
- Feb. 2006 & 2018: Administrative member in the Lebanese Delegation for the Olympic Winter Games

## Social Activities

- 2016- 2025: Mayor of Bsharri - Cedars Lebanon (population: 25K)
- 2016- 2025: Vice President of Bsharri Municipalities Union (population: 100K)
- 2004-2016: Member of Bsharri Municipality board
- Since 2016: Board Member of the International Cedars Festival
- Since 2010: Member of the Maronite League

## Internships Career

- Since 1995: Career in the **Telecom Industry**
  - Since 2025: Director and Board Member
  - Since 2012: Quality Assurance & Customer Experience Director
  - 2002-2012: Sales Director
  - 1995-2002: Head of Sales support and telemarketing
- Jan. 2016: Innovative Leadership at INSEAD

## **Strategic Vision & Key Pillars for Candidature of Freddy KEIROUZ**

If elected to the FIS Council, my contribution will be built upon the following six strategic pillars, to ensure the sustainable growth and integrity of snow sports globally:

### **1. Governance, Integrity & Transparency**

Ethical Leadership: Full commitment to the FIS Code of Ethics, ensuring all Council decisions are transparent and accountable.

Sport-First Approach: Advocacy for a governance model where the interests of the sport and the welfare of athletes remain the primary drivers of policy, independent of commercial pressures.

### **2. Building Value & Event Innovation**

Commercial Evolution: Supporting the transition toward a centralized media rights model to optimize revenue distribution to all the NSAs (especially the active NSAs) and provide greater financial stability for all National Ski Associations (NSAs).

### **3. Sustainability & Environmental Stewardship**

Climate Action: Aligning regional and international operations with FIS's commitment to environmental health, focusing on carbon reduction and sustainable snow management.

Futureproofing: Ensuring that event hosting requirements balance high-level competition with ecological responsibility.

### **4. Global Growth, Inclusivity & Education**

Universal Expansion: Developing targeted strategies to grow snow sports in emerging markets, with a specific focus on supporting smaller Member Nations.

Diversity & Development: Championing gender balance across all levels of the federation and supporting the FIS Education Strategy to provide training for officials, coaches, and athletes.

### **5. Digital Innovation & Commercial Strategy**

Digital Transformation: Modernizing the sport's digital footprint through the integration of AI, telemetrics, and advanced streaming technologies.

Fan Engagement: Enhancing the "TV and Digital Product" to attract younger demographics and increase the global commercial value of our rights.

### **6. Athlete Safety & Wellbeing**

Enhanced Standards: Prioritizing rigorous course homologation, specifically within speed disciplines, to meet evolving safety requirements.

Proactive Education: Implementing mandatory safety and injury-prevention education programs for athletes and support staff.

Thank you

Freddy Keirouz