



## Canoeing CV

### Stefan Gustafsson

**Name:** Stefan Gustafsson

**National Federation:** Swedish Canoe Federation

**Occupation:** Senior Vice President, Swedish Space Corporation, Strategy & Sustainable Business, Global Communication

**Personality and skills:** An experienced global strategist, outspoken and quite easygoing, love to drive for change

### Canoeing experience

Growing up in a canoeing family, and producing one myself, canoeing has become a natural part of life. Below some examples of experiences throughout the years.

- Member of the ICF Marathon Committee since 2009, responsible for Development of Sport Presentation, including livestream, commentary and event concept. Production of the ICF Sport Presentation Manual, Marathon. General livestream production at ICF marathon events, where I also jump in as a commentator when needed. ICF ITO exam 1996.
- Technical organizer and president of the organization committee for the 5<sup>th</sup> ICF World Marathon Championships in Vaxholm, Sweden, 1996, introducing Juniors and Masters as unofficial test-events for the first time, as well as a course including short laps and one central portage. The event was TV-broadcasted to 90 countries.
- Vice President of the Swedish Canoe Federation for 12 years, finalizing this some years ago to put more time and energy into ICF Marathon
- President of Vaxholm Canoeing Society since early 80-ies, including coaching of coaches and athletes up to World champ and Olympic level.
- Active career as sprint and marathon paddler, 3 times K1 World Championship silver medalist (-88, -90, -92), many ICF Grand Prix medals (prior to World Cups) and lots of national championships golds. Have as well done (and won) quite many major marathon events on several continents.

### Aims & Objectives

Together with colleagues in the committee through good and joyful collaboration drive and contribute to:

- Strategic development: development and implementation of the strategic plan to strengthen Marathon on all continents, increasing the number of nations and athletes in all ages and genders.
- Continue to drive Sport Presentation to increase the interest in Canoeing among people, media, sponsors and athletes from all parts of the world.
- Utilizing the full potential of international marathon by gaining from good sport presentation and the general interest for outdoor sports, sustainability together with the action of marathon to create good pre-requisites for sponsorship
- Further develop Marathon to Olympic status, and at the same time spur further development of long-distance races for the growing number of fitness- and touristic paddlers