



# Canoeing CV

**Stefan Gustafsson**

**Name:** Stefan Gustafsson

**National Federation:** Swedish Canoe Federation

**Occupation:** Former Senior Vice President in the SSC group, a global commercial company delivering advanced Space Services throughout the world. Several board positions.

**Personality and skills:** An experienced global strategist and leader, love to drive for change. Outspoken and easygoing, a lifetime in Canoeing (and in international business).

## Canoeing experience

Extensive experience from a lifetime of international and national canoeing on all levels as paddler, trainer, leader, board member, president and athlete. Below some examples:

- Member of the ICF Marathon Committee since 2009. Responsible for development of Sport Presentation, including livestream production, commentary and event concept. Production of the ICF Sport Presentation Manual, Marathon. ICF ITO exam 1996.
- Technical organizer and president of the organization committee for the 5th ICF World Marathon Championships in Vaxholm, Sweden, 1996. Introducing Juniors and Masters as for the first time (test event), as well as a course including short laps and one central portage. The event made profit, 15.000 spectators and TV-broadcast 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, one of the most successful clubs in Sweden, including organizer of world cups and main events. Coach for many World champions and Olympians.
- Active career as sprint and marathon paddler, 3 times K1 World Marathon Championship silver medalist (-88, -90, -92), many ICF Grand Prix medals (prior to World Cups). Have as well done (and won) quite many major marathon events on several continents.

## Career outside canoeing

- Extensive career outside canoeing, several international leadership positions over a +35 years period. Nowadays board of director professional and strategic advisor in international corporations.

## Aims & Objectives

- Together with committee colleagues drive the development of our sport throughout development and implementation of a strategic plan to strengthen Marathon on all continents, increasing the number of nations and athletes in all ages and genders.
- Work to create sponsorship for canoeing through further development of Marathon and good Sport Presentation in all parts of the world.
- Further develop and utilize the growing interest of long-distance races for fitness- and recreational paddlers of all ages in all continents.
- Further develop Marathon to Olympic status.
- Contributing to further development of Canoeing to a fully sustainable sport