

Martin Olson – Builder; Snowsport Professional

Martin Olson is a pivotal figure in the development of ski instruction in Canada, widely recognized as the architect of modern ski teaching within the country. His visionary work, particularly as co-author of the CSIA's foundational concepts of movement and motion (with Andre Schwarz), revolutionized how skiing is taught—emphasizing fluid, adaptive human movement on snow. From 1979 to 2000, Olson authored and edited all CSIA educational materials, shaping generations of instructors with a progressive, student-centered curriculum that remains central to the CSIA's philosophy today.

Martin's technical expertise and pedagogical innovation have inspired countless instructors and skiers, earning him a reputation as a mentor and leader in the ski community.

Olson's leadership and contributions have been recognized through his induction into the CSIA Hall of Fame, honoring his lifetime of innovation, curriculum development, and mentorship. His work laid the foundation for a modern, biomechanically informed, and student-focused approach to ski instruction. He also played a significant role in fostering collaboration between national and international ski organizations, representing Canada at numerous Interski Congresses and ISIA events, and serving in leadership roles such as Head Coach of the Canadian Interski Team and member of the CSIA International Committee.

Beyond his extensive influence within the CSIA, Olson contributed as technical editor for *Ski Canada Magazine* (2000–2006), where his clear, precise communication elevated public understanding of skiing techniques and trends. Olson made advanced ski technique accessible to a broad audience, influencing both recreational and professional skiers. His authoritative yet approachable writing helped shape a more informed and passionate ski community.

From 1993 to 2000, Martin served as a judge at the prestigious Mike Wiegele World Powder 8 Championships, reflecting his deep technical knowledge and respected judgment in elite-level skiing.

His leadership style - marked by humility, precision, and commitment to quality - has made him a mentor to generations of instructors. However, Olson's legacy extends well beyond instructor education to the broader Canadian ski culture, making him a foundational and transformative figure in the sport's history.