

Doug Perry

Doug Perry is a rare builder who transformed both the technical craft of ski instruction and the cultural landscape of snow sports. As a CSIA Level 4 Course Conductor and 1991 Interski Team member, he contributed to the education and certification of ski instructors across Canada over more than four decades. His defining achievement is the creation of the World Ski and Snowboard Festival at Whistler - as one of the top annual snow sport events in the world, WSSF has generated \$37 million annually in economic impact and won Whistler Event of the Year nine times. He also founded the World Technical Skiing Championships, the first international multi-discipline technical skiing competition, and the World Skiing Invitational, which is credited as an influence in Big Air and Halfpipe entering the Olympic program. His three founding events significantly influenced how the world experiences ski and snowboard culture - blending elite competition with arts, music, film, and community in a model that has been replicated globally. Recognized with the Whistler Businessperson of the Year and the SAMMY Leadership Award for Innovation and continuing to mentor instructors and consult on Canada's Interski program today, Perry's contributions span both the instructional and cultural pillars of Canadian snow sports.