

Cannon Holbrook

Biography

PSIA-Intermountain Board Application

I love skiing and I am thoroughly enjoying the teaching experience and PSIA certification process. I became a member of PSIA in the winter of 2020/2021 to learn how to better help my adult children who were asking me questions about how to ski better – and I did not know how to help them... effectively. (I'm getting better!) I instruct part-time at Park City and I am working on my Level 2 Certification. I am running for a board seat at the urging of a couple of colleagues. I think I can bring a different "outside" perspective to the board as someone who: 1) has 25 years of corporate finance experience, 2) is new to the industry, 3) instructs part-time and 4) is living the certification process. I'd love to work with the team find ways to improve the benefits of membership for all of us and continue to grow the sport.