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Matt Liebsch joins the full time staff of [Gear West Ski, Run and Soccer.](#)

Long Lake, MN [Gear West](#) is pleased to announce the addition of Matt Liebsch as a full-time staff member. Matt has been a part time employee of Gear West and a Gear West sponsored athlete for several years. Many folks might already be aware of Matt Liebsch's talents as he is the winner of the [2009 American Birkebeiner](#), the largest cross country ski marathon in North America. He was also a [CXC](#) Team Vertical Limit elite level cross country athlete vying for a coveted spot on the 2010 United States Winter Olympic team which competed in Vancouver. While he didn't garner one of those spots he had a great year of XC ski racing and has established himself as one of the pre-eminent XC ski racers in North America.

Matt plans on continuing to race at a very high level but has chosen to limit his traveling to spend more time at home with his family and add technical depth to one of the most knowledgeable and professional Cross Country Ski retailers in North America. "Matt has worked part time for [Gear West](#) and his abilities as a ski technician really impressed us. Matt's understanding of ski construction and how it relates to ski performance and human physiology is a great asset to [Gear West](#) and our many ski customers." stated [Gear West](#) co-owner Brian Knutson.

Matt personally selects some of his race skis and frequently tests multiple pairs of skis to develop his seasonal quiver of skis. "I can sometimes tell in as little as 5 seconds if a ski was suitable for me or not" commented Liebsch in a recent interview. Matt is excited to bring his keen sense for ski selection and his technical background to [Gear West](#).

Jan Guenther, [Gear West](#) co-owner recently commented, "As of now, Matt Liebsch plans to continue racing and training at a high level and [Gear West](#) will be supporting him. In return Matt adds his race and ski wisdom to the already talented group of Gear West ski fitters. Matt will be one of the pillars of [Gear West's](#) commitment to continue to provide our customers: Wisdom, Selection and Value".

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