

## Madshus USA Hires New Race and Service Manager

September 21, 2021 – Madshus USA is excited to announce the hiring of Lina Hultin as the new Race and Service Manager. Lina will work towards finding, developing, and retaining the most talented and influential Nordic athletes in every age category. She will also work closely with the rest of the Madshus team to develop, and execute, a club and coach program that supports the brand and its dealers throughout the country.

Lina has accumulated an immense amount of knowledge, experience, and passion at the highest level of the sport throughout her racing, coaching, and academic career. Lina has a Master's degree in Exercise and Nutrition Sciences from Montana State University and a Bachelor's degree in Sports and Physical Education from Nord University. She has a great understanding of the demands and needs of an elite skier through her research and coaching experience over the past ten years.

*“Lina is the perfect fit for supporting our goals as a brand here in the U.S.,”* said Bryan Cook, Madshus USA Sales and Marketing Manager. *“Her familiarity with the brand from her time racing in Sweden, Norway, and the U.S., as well as her coaching track record, will only strengthen our team. Bringing Lina onto the team continues to show that we are dedicated to becoming the number one brand in racing. The attention to detail required by our racers plays a significant role in developing all of our products.”*

*“I am very excited to join the Madshus team where I will be focused on providing the absolute best service and support to our racers and partners,”* added Hultin.



### ABOUT MADSHUS

**INNOVATING CROSS-COUNTRY SINCE 1906** The Norwegian soul and millennia of tradition have been infused with our most advanced technology and craftsmanship, and then molded into every single pair of skis. When you step into your Madshus skis, you are one with the DNA of Cross-Country skiing.

At Madshus we strive to share our passion to inspire and enable the performance and recreational skier to excel in their performance and everyday skiing experiences. The Madshus skier should experience our passion through our love for the Madshus brand, the whole sport of Cross-Country skiing, and in our endless drive to continuously developing the fastest and most reliable skis on the market.