

Jonathan Casson
359 Aiguille Dr.
Grand Junction, CO. 81507
970.250.2960 | jon.casson@outlook.com

PROFILE

In my career as a coach, educator, motivator, and leader, I've developed a reputation for integrity, ingenuity, innovation, strategic thinking and a commitment to achieving successful outcomes. By building trusting relationships based on shared vision, mission, values, and culture, I have achieved outstanding results in a multitude of leadership roles through teamwork, determination, drive, purpose and passion.

AWARDS AND ACCOMPLISHMENTS

- 9 Olympic Medals from former athletes at the 2014, 2018, 2022 Olympics
- 9 World Championships and 8 X-Games Medals from former athletes
- 2015 USSA Anna McIntyre Citation for outstanding contribution to the sport.
- 2012 Australian Ski and Snowboard Development Coach of the Year
- 2014, 2015 and 2017 Gold Medals in Junior World Championships Team Race
- Coach or Director of the 2001, 2004, 2007, 2012 and 2015 US Snowboard Program of the Year
- Selected by the Australian Olympic Committee to coach at the 2014 Olympic Winter Games

EXPERIENCE

Director of Education (2025 – Present)

Instructor Trainer (2022 – Present)

Professional Mountain Bike Instructor Association (PMBIA) | Pemberton, BC

PMBIA is the global standard of mountain bike instruction, education and certification. I support the mission and vision of PMBIA by providing world class education program utilizing comprehensive adult learning strategies and principles.

Owner and Principal (2021 – Present)

Transition Coach Development LLC | Grand Junction, CO.

Leveraging over 20 years of experience driving elite performance in competitive environments, I founded Transition Consulting with a unique and powerful vision to help organizations and teams build high performance education systems and processes.

Head SnowboardCross Coach (2021 – 2025)

ASC Training Center | Soda Springs, CA

One of the top youth snowsports organizations in the US, The ASC Training Center has a track record of successful athlete development. As Head Coach, I was responsible for the development and implementation of comprehensive training plans and strategies for elite athletes.

Executive Director (2023 – 2025)

Grand Valley Youth Cycling | Grand Junction, CO.

GVYC is a nonprofit organization that delivers high quality afterschool and year-round mountain bike programming for 6th - 12th grade students in the Grand Valley of Colorado. As ED, I was responsible for executing the strategic plan and upholding the vision, mission and values of GVYC.

Senior Coach Licensing Manager (2020 – 2021)

National Interscholastic Cycling Association | Berkeley, CA (remote)

Founded in 2009, the National Interscholastic Cycling Association (NICA) develops interscholastic mountain biking programs for student-athletes across the United States. As the leader of the Coach Licensing team, I worked across multiple functions in the organization to develop and implement high quality coach education for thousands of NICA coaches

National Team Head Coach (2018-2019)

Canada Snowboard Federation | Vancouver, BC

Producing multiple Olympic and World Champions, Canadian Snowboard is one of the top 3 programs in the history of the sport. I provided leadership and long-term planning to develop talent to world leading performance.

Director of Sport Education (2016-2018) and Education Manager (2015-2016)

US Ski and Snowboard | Park City, UT

The Sport Education team provided world class certification and education to over 6000 coaches in 7 winter sports disciplines. I provided leadership, strategic planning and direction for the Sport Education Department.

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EXPERIENCE (CONT.)

Head Coach - Snowboard Cross (2014-2015)

Team Park City United | Park City, UT

- Multiple NorAm podiums, 9 Junior World Championship (JWCH) selections & Gold Medal in Team SBX at JWCH.
- Team Park City United named 2015 USSA Snowboard Program of the Year.

Head Coach- Snowboard Cross (2013-2014)

Team Utah Boardercross | Salt Lake City, UT

- Managed all aspects of the program including staffing, planning, marketing, event management and talent development.
- Led 4 coaches and 20 athletes competing in the North American Cup, World Cup, X-Games and 2014 Olympic Winter Games

Snowboard Program Director/Head Snowboard Cross Coach (1998-2013)

Steamboat Springs Winter Sports Club (SSWSC) | Steamboat Springs, CO

- Led a program consisting of 120 members training in all disciplines of competitive snowboarding.
- Managed a staff of 18 -20 coaches working with developing athletes to National Team members and Olympians.

BOARDS AND VOLUNTARY ROLES

US Ski and Snowboard Board of Directors (2010-2015)

Snowboard Sport Committee Chairman (2010-2015)

- Elected by the Snowboard Sport Committee as Chairman to consecutive 3-year terms
- Voting member of the Board of Directors providing governance and leadership to the organization

Chairman and Founding Member (2007-2015) - US Snowboard Coach Education Committee

- Founded the USSCEP to develop and maintain a professional coach education program.
- Compiled, wrote and edited education materials including manuals, exams and clinic outlines.

Junior World Championship Snowboard Cross Coach (2007-2017) - US Snowboarding

- Selected by the US Snowboard Team as coach for the US Junior Team in Snowboard Cross.
- 15 podium results at Junior World Championships

Executive Board Vice President (2006-2013) - United States of America Snowboard Association (USASA)

- Elected by the membership to serve on the board and guide the direction of the organization.
- Coordinated a Strategic Planning Initiative to develop a Vision, Mission and Core Values statement.

SPEAKING ENGAGEMENTS AND CONFERENCES

"Individual Sport Coaches Discuss Implementing the Way of Champions with Their Athletes" - Panel Member

2021 Way of Champions Conference- Online, Aug 21st, 2021

"Progressive Coaching Education Programs" - Keynote Speech

2017 US Summit- Atlanta, GA. May 24th, 2017

"Coaching Outside the Box: Innovative Coaching" - Keynote Speech

2016 Rocky Mountain Professional Ski and Snowboard Instructor Fall Conference- Keystone, CO. Nov 17th, 2016

Nippon Sport Science University and International Center for Coaching Excellence- Coach Developer Academy, Cohort 3

Tokyo, JPN. July 2016 & Feb 2017

EDUCATION

Bachelor of Science in Business Administration- Marketing

West Virginia University | Morgantown, WV | Graduated Dec 1993

REFERENCES

Abbi Nyberg - Former Snowboard Program Manager, US Ski & Snowboard

435.640.8534 • abbi.sarthou@gmail.com

Seth Wescott - 2 x Olympic SBX Gold Medalist

604.698.7607 • seth@winterstick.com

Dr. Amanda Stanec - Founder, MoveLiveLearn Physical Educational and Youth Sport Development Consultant

314.882.5669 • Amanda.stanec@gmail.com

Rob Mitchell - Outdoor Industry Consultant and Former President- Moots Cycles

970.846.5186 • rmitchell63@gmail.com