

# JOANNE CARILLI-STEVENSON

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Dear UIAA Leadership,

I am excited to submit my candidacy for a position on the UIAA World Ice Climbing Board. My passion for climbing, the outdoors, and athlete development, combined with extensive experience in event management, branding, and growth strategy, makes this an ideal opportunity to contribute to the future of UIAA Ice Climbing.

Throughout my career, I have consistently driven innovation and growth in organizations and industries. I have led global teams, developed high-impact marketing programs, and successfully rebranded established companies. Key achievements include:

- Spearheading global expansion strategies, leading to a 30% year-over-year increase in international sales from 2016 to 2019.
- Overseeing a comprehensive rebranding initiative that revitalized growth and created new revenue opportunities.
- Designing and implementing marketing programs that captured new audiences and expanded revenue streams.
- Managing international distributor networks, providing product training, and organizing event participation.

My involvement with Climbing Escalade Canada, USA Climbing and USA Ice Climbing has further deepened my connection to the sport. Over the past decade, I have supported the growth of competitive climbing at all levels from youth to collegiate and elite levels, including its integration into the Olympic Movement. These efforts reflect my commitment to the development of climbing, from grassroots youth programs to elite competition.

In addition to my professional expertise, I bring a leadership style grounded in mentorship, inclusivity, and strategic vision. I am passionate about fostering environments where teams can thrive, and I am always seeking innovative solutions to challenges while encouraging collaboration. My global experience has also provided me with a broad perspective that would be valuable in supporting the continued growth of UIAA Ice Climbing worldwide.

I am confident that my blend of industry knowledge, leadership experience, and passion for climbing and athlete development makes me a strong candidate for the UIAA World Ice Board. I would be honored to contribute to the board's efforts in elevating the sport of ice climbing and would welcome the opportunity to discuss how my background aligns with your goals.

Thank you for considering my application. I look forward to the possibility of contributing to UIAA Ice Climbing's success.

Warm regards,

JoAnne Carilli Stevenson