

Michael Jaquet
Vice President,
Chief Marketing Officer

A lifelong ski marketing visionary, Michael Jaquet manages sponsor partnerships, licensing, suppliers, media and marketing for the USSA. Jaquet came to the USSA in 2012 from CBS Sports Network, where he was Vice President, Television and Properties Sales, overseeing the network's cable sales. He grew up as a cross country ski racer and alpine skier in Sun Valley and from there spent nearly a decade in the sport as a pioneer of the early days of freeskiing, founding Freeze Magazine and later the U.S. Freeskiing Open. From there he was head of Marketing and Sales Development at TransWorld Media before joining CSTV in its start-up phase and stayed on through its sale to CBS. Jaquet graduated from the University of Colorado where he skied on CU's cross country team. Jaquet and his wife Aimee and three children reside in Park City.