

A portrait of Olle Dahlin, a man with short grey hair, wearing a dark blue baseball cap and a dark blue quilted jacket. He is looking slightly to the right of the camera with a neutral expression. The background is a dark blue gradient with faint, stylized patterns of stars and stripes, suggesting a flag. The overall tone is professional and serious.

**“Taking  
biathlon into  
a new era”**

**Olle Dahlin**

Candidate IBU President

A crowd of people at a biathlon event, with a blue overlay and text. The image shows a group of people, some wearing winter gear and hats, looking towards the right. The text is overlaid on the image.

*My CV:*

# **A life dedicated to biathlon**

## My background in sport

- Athlete in skiing, shooting and biathlon
- Founder of the biathlon club in Sundsvall and coach of young athletes. Sundsvall Biathlon became one of the most successful clubs in Sweden, and was where Magdalena Forsberg started her career.
- Organiser of Swedish Cups and Swedish Championships in Biathlon
- IBU International Referee since 1995
- Competition chief for Biathlon at the European Youth Olympic Days 1997
- Team leader of Swedish National Team at World Cups, JWCH, WCH and Olympic Games 1987-1998
- President of Swedish Biathlon Federation since 2010, Vice President 2005-2010, Board member 1999-2005
- Executive Board member for IBU WCH Biathlon Östersund 2008 and Chairman for IBU WCH Biathlon Östersund 2019, 2014-2017
- IBU Vice President, 2014-2018
- Executive Board Member of Swedish Olympic Committee since 2017

## Education

- MSc in Chemical Engineering, Chalmers University of Technology
- BSc in Business Administration and Economics, Gothenburg School of Economics

## Appointments

Various positions at international companies in Pulp & Paper industry

- SCA Forest Products, General Manager
- AssiDomän Dynäs, CEO
- Frantschach Packaging/Mondi, Vice President
- Arctic Paper Håfreströms AB, CEO
- Rottneros Bruk AB, CEO

## Other

- Board Member in different companies and associations

## Family

Wife and 3 sons



# Introduction

I have chosen to stand as a candidate for IBU President as I have **a clear vision of how I want to lead and develop the International Biathlon Union (IBU)**. I believe that with the clear and effective leadership I will provide, the IBU can use this moment of transition as an opportunity to ensure biathlon **enters into a new era stronger than ever before.**

Biathlon has been my life for more than 40 years; as an athlete, a coach, a national team-leader, a board-member, President of the Swedish Biathlon Federation, and as a Vice-President of the IBU. I am ready to share this experience, combined with my business background as CEO of large companies operating in international markets to **build a brighter future for the sport.** I have led different reforms of management processes throughout my career, so I feel confident that **I can provide strong and innovative leadership** at a crucial time for biathlon.

“President for all nations and all athletes”

Having served as Vice President - Development since 2014, I have a very clear understanding of what needs to be done. I have worked with my colleagues on the Executive Board to ensure that during this difficult time the sport remained in safe hands. I know the strengths of the IBU and the opportunities we have as an organisation. This means **the transition into a new era** will be as seamless as possible. We must work hard to show we are committed to **good governance** and **financial transparency** in order to restore and build the trust of our stakeholders as fast as possible. This will pave the way for increased revenues for investment in the development of biathlon worldwide. A full-time President will, at least for a period, be required to achieve this ambitious plan and I am prepared to **commit all the time needed** for these tasks. I am dedicated to being a **President for all nations and all athletes.**

*My vision for Biathlon:*

# **“The responsible and leading winter sport”**

## **STRATEGIC PLAN**

The IBU and the sport of biathlon has developed significantly over recent years, but there remains a lot of work to be done to realise our huge potential.

As your President, my immediate priority would be to work in collaboration with you, the National Federations (NFs) and our athletes, and all stakeholders to develop and implement a first-of-its-kind strategic plan to guide our future.

This strategic plan would unite us all in a common direction and ensure biathlon enters into a new era stronger than ever before. I am ready and able to put my vast experience of implementing effective change in the hands of the IBU.

Working with our key stakeholders, such as the IOC, EBU and Infront we must go beyond what is required of us and elevate biathlon as a model of best practice.

## **The strategic plan would be built on the three cornerstones of biathlon:**

### **Sport**

- Develop and evolve our sport through innovation and fresh thinking to ensure it is attractive to all; from young people looking to get involved in the sport for the first time, all the way up to elite athletes.

### **Events**

- Elevate our events to provide the highest standards in athlete and fan experience. By making advancements in fan engagement and entertainment we can attract large and passionate crowds to our sport.

### **National Federations development**

- Support the development of you, the NFs (large and small), through the establishment of a new Coach Academy, together with Universities and Institutes, so we have broad participation and involvement in biathlon globally.
- Share best practice through expert workshops on good governance, integrity, event hosting and other key areas for NFs.

## **To support these three cornerstones of our sport we need to:**

- Increase good governance and transparency. The establishment of an Ethics Commission, which I have been involved in on the Executive Board, is a step in the right direction
- Strengthen our anti-doping work in collaboration with WADA and the International Testing Agency to support clean athletes with the aim of establishing biathlon as “the clean sport”.
- Increase our revenues and actively work with our financial resources to ensure they are being invested effectively

- Establish multi-national partnerships in marketing for increased income and reduced risk
- Adapt to modern digital and social media to engage with our fans and stay fresh and relevant to younger audiences
- Review our constitution in line with international best practice, starting with an External Review Commission of the whole IBU

## **To execute the Strategic Plan a detailed Action Plan would be developed together with the IBU staff. We need to strengthen our organisation and streamline our way of working to maximise efficiency and ensure good governance:**

- The Executive Board needs to work as a team towards a shared vision
- The operational organisation of the IBU needs to be further strengthened
- The structure and role of the IBU-Committees need to be developed to maximise their expertise
- An Advisory Board working with stakeholders and partners needs to be established
- Athlete involvement and dialogue need to be increased to ensure athletes’ interests are at the heart of all that we do
- Dialogue and cooperation with NFs needs to be increased to empower them and ensure a united future

# Quotes



## Gunilla Lindberg

Member of IOC Executive Board

*"I would like to strongly recommend Olle Dahlin for the position as President of the IBU.*

*I have known Olle for many years and he is a person that you really can count on. He knows sports, he knows the international sports movement, he has a good reputation, he is a good organiser and, most of all, he is devoted to biathlon.*

**"he has a good reputation"**

*He will deliver on his promises and his skills will be a great asset if you give him your trust and elect him as President of your International Federation."*



## Mats Årjes

President Swedish Olympic Committee and Vice President FIS

“Olle Dahlin has dedicated his life to biathlon. His vast understanding of the sport combined with his experience in leading successful international businesses makes him the perfect candidate to lead the IBU into a new era.

In the Swedish Olympic Committee we have benefited significantly from his strategic-thinking, his passion for sport and his great drive to implement improvements. As President of the IBU I have no doubt he would ensure a brighter future for the sport.”

**“the perfect candidate to lead the IBU into a new era”**



## Magdalena Forsberg

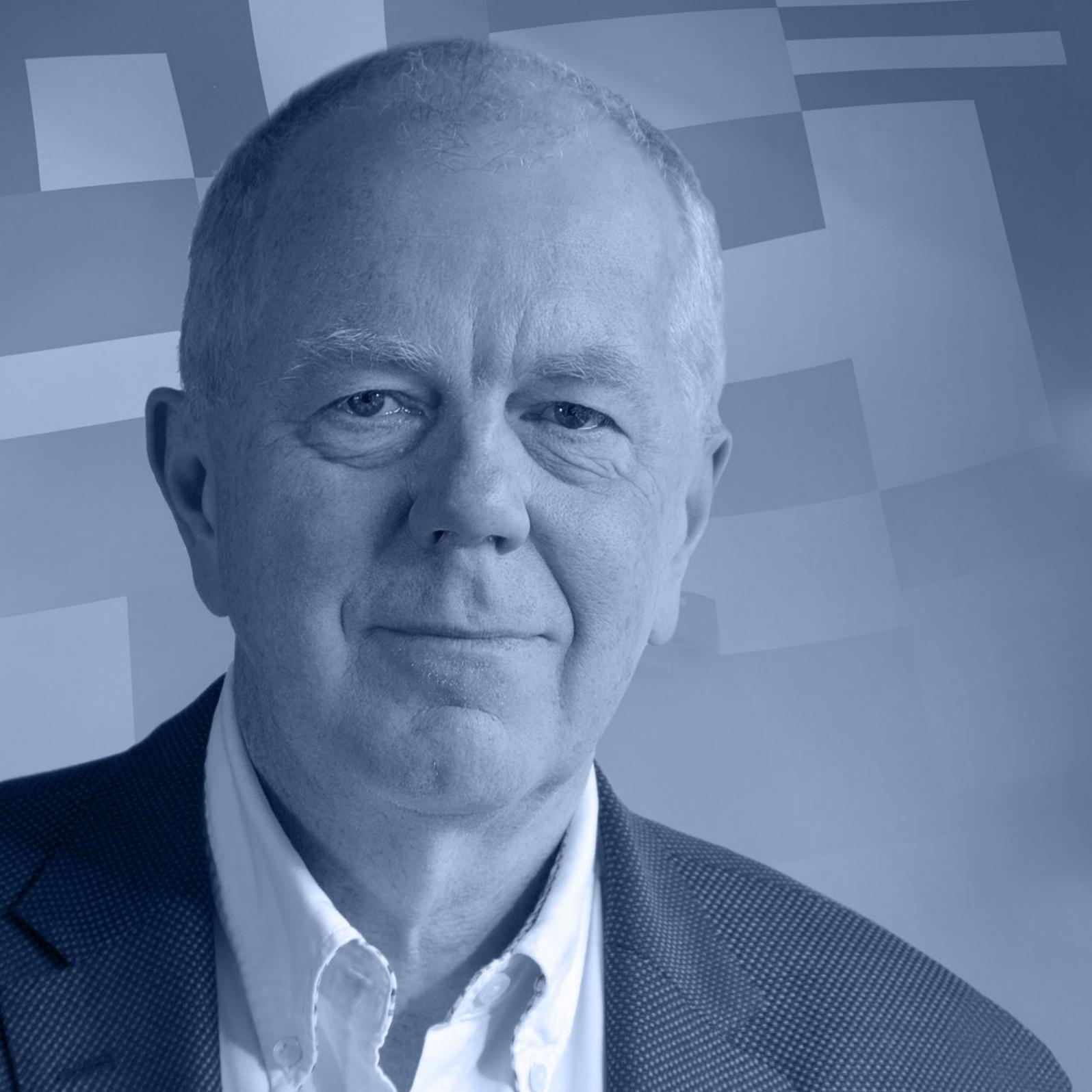
Biathlon Legend

*“As a member of the Advisory Board of the Swedish Biathlon Federation I have seen how effectively Olle Dahlin has worked, developing long-term strategic plans and turning them into action.*

*This has taken the Swedish Biathlon Federation to a new level.*

*With his leadership and extensive experience, also in business, I am convinced, working with you, he will take the International Biathlon Union into a new era.”*

**“I have seen how effectively Olle Dahlin has worked”**



**“Give me your confidence  
as IBU President and I will  
share all my experience  
with you, **so that together  
we will take biathlon into  
a new era!”****



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A stylized, handwritten signature of Olle Dahlin in white ink, located at the bottom left of the page. The signature is fluid and cursive, with the first letters of the first and last names being significantly larger and more prominent.