

Heidi Ettlinger

Snowsports Education Leader | Founder, Gearing to Go LLC | Steward of the Ettlinger Injury Prevention Legacy

Heidi Ettlinger is a nationally and internationally recognized leader in snowsports education, injury prevention, and workforce development, with more than 30 years of experience translating research into practice across the global snowsports industry. She is the founder of **Gearing to Go LLC**, an education and training company established in 2003 that partners with resorts, instructors, ski patrol, retailers, manufacturers, and industry organizations to improve performance, safety, and lifelong participation through evidence-informed learning design.

Heidi's work is deeply rooted in the legacy of her father, **Carl Ettlinger**, whose pioneering leadership within the Sugarbush Project and the Vermont Group transformed the scientific understanding of ski injury mechanisms—particularly ACL injury—and reshaped global approaches to injury prevention. Growing up alongside the evolution of this landmark research, Heidi brings a rare perspective that bridges first-hand historical insight with decades of applied leadership in education, risk awareness, and behavioral change.

Through her career, Heidi has played a critical role in ensuring that rigorous science does not remain confined to journals, but reaches skiers, instructors, and industry systems in ways that meaningfully change outcomes. Her work has supported initiatives such as **ACL awareness, knee-friendly skiing education, and equipment-user integration**, helping translate complex research into accessible, actionable practices adopted worldwide.

A **PSIA-AASI National Alpine Team alumna** (2012–2021), Heidi has influenced generations of instructors and leaders through national and international education systems. She founded the **PSIA-AASI Women's Summit** and helped establish the **Women's Council for Equity and Inclusion**, leading strategic initiatives that expanded access to education, leadership pathways, and professional visibility. In 2024, Heidi helped co-found the **World Women's Snowsport Organization**, advancing global collaboration and leadership development for women in winter sports. Her leadership reflects a consistent commitment to building resilient systems—whether advancing injury prevention, strengthening leadership pipelines, or fostering inclusive environments where people can perform at their best.

Heidi is also an **active member of the ASTM F-27 Committee**, extending her commitment to risk management and the evolution of safety standards and best practices across the snowsports industry. As an ambassador for **Blizzard Tecnica's Women to Women (W2W)** program, she continues to advocate for education-driven connections between athletes, equipment, and performance.

In honoring the Sugarbush Project at ISSS 2026, Heidi Ettlinger brings forward not only the legacy of one of the most influential research journeys in sports medicine, but also a living example of how science, leadership, and education intersect to create lasting global impact.