

ROBERT SEATH



Rob was born in Victoria, BC and spent his childhood years in Kelowna, BC. From an early age, he fell in love with skiing and the sports industry as a whole. After graduating from high school, Rob headed east to Montreal which was the ski industry center for Canada. After 20 years working in retail – most as a store manager, Rob decided to make a move to the wholesale side of the business.

In 1993, Rob joined Salomon Sports as a Logistic Coordinator but quickly moved up the ranks. By 1997, he was the Director of Operations for both the Salomon and Taylor Made brands. In 1998, Salomon/Taylor Made was sold to adidas and Rob was one of only a few of the employees asked if they would move to Toronto. During his tenure with adidas, Rob had a number of Director roles working mainly on the Salomon Brand

In July of 2000, Rob became a resident of Aurora Ont where he still lives today. In 2006, adidas sold off the Salomon portion of the portfolio to the Amer Sports Group. Once again, Rob moved with the brand where he stayed until he retired in Aug 2024. During his time with Amer, he held a number of different Director roles and for the last four years, helped manage the three winter-sports brands in the portfolio – Atomic, Salomon and Armada.

Since his retirement, Rob has involved himself with helping others. He is a member and 2nd Vice of the Aurora Lions Club, a member of the Welcome Table at the Anglican church and on the Gardening and Fundraising Committees at the Aurora Senior Center.

Past board experience includes being a Director for the National Snowsports Industry Association of Canada, Past President of the York Region 884 Condo Corp, Director for the Aurora Lions Club and a Director for the Langham Cultural Center.