



ONTARIO

Rob Madill
Atomic Snowboards

The key to Rob's success is his passion for snowboarding and his tireless work ethic. It doesn't matter what he's doing whether its working on the sales floor on a weekend or doing an on-snow consumer demo, this passion shows through. Plus, going that extra mile for his retailers is the norm and not the exception, be it making savvy business suggestions or taking care of hard to please customers. Rob truly cares about his retailers and understands his success is based on their success.

Over the past 5 seasons, Rob has built Atomic Snowboards into a strong and successful brand in the Ontario marketplace thanks to hardwork, a relentless schedule of grassroots activities and his commitment to the local snowboard scene.

