



Atlantic (NY/ PA/ NJ/ DE/ MD)

Kent Fried (Atomic)

Kent grew up around the ski industry. His Aunt and Uncle started Nazareth Sporting Goods which was located in Nazareth PA. From the time he was very young he was around their shop and competed in freestyle skiing for a number of years. Kent also served on the USSA Eastern Freestyle Completion Committee as the athlete representative during the time he competed.

After spending many years in the automotive industry and assisting several reps in the Mid-Atlantic region at various functions, Kent realized that the snow sports industry is where he belonged. In 2002, he was hired by Ovo Helmets as the sales rep for the Mid-Atlantic region and remained with them until they closed. At that time Kent was hired to work with the Dynamic division of Atomic. Three years ago he was fortunate enough to be hired to represent the remainder of the Atomic Alpine brands. Currently he represents all of the Atomic brands including Alpine, Nordic and Snowboard. Kent is married to Sherri and have two step children Mathew and Shaina all who are avid skiers.

Most of all Kent feels he is very fortunate to love his job and get to greet each new day feeling as though he is not going to a "job" but his favorite hobby.