



Snowsports
Industries
America

Jim Weber

Brooks Running

Jim Weber joined Brooks Sports as president and CEO in April 2001. Prior to joining Brooks, Weber was managing director of U.S. Bancorp Piper Jaffray Seattle Investment Banking practice and also served on the Brooks Sports board of directors. With an impressive track record of successfully building brands in the sports and leisure industry, Weber possesses a particular knack for brand strategy and market development.



His professional repertoire also includes such positions as chairman and CEO of Sims Sports, president of O'Brien International, vice president of The Coleman Company, and various roles with The Pillsbury Company. Weber received a master's of business administration degree with high distinction from The Tuck School at Dartmouth College and a bachelor's degree from the University of Minnesota.