



Snowsports  
Industries  
America

## Michael Jaquet

Dragonfli Media

Michael Jaquet brings 20 years of snowsports work experience to Dragonfli. First in creating FREEZE Magazine and the U.S. Freeskiing Open, Jaquet was one of the early pioneers in the Freeskiing Movement and its adoption in to mainstream action sports culture and eventually the X Games and Olympics. Later, Jaquet was on the launch team of CSTV and later the head of Sales and Programming Development for CBS Sports Network and served a key role of bringing revenue to the Network through sports and event acquisitions like the PBR, Alt Games, and a host of Collegiate Conference partnerships. In his current CPO role with Dragonfli, Jaquet is overseeing media and sponsorship rights and content strategy for sports properties such as Major League Rugby, USA Skateboarding, and FIBA and also brands like Bose and Clif Bar.

