



Allison Forsyth

COO | Partner ITP Sport & Recreation

Born and raised on Vancouver Island B.C., Allison began her competitive ski career at 5 years of age. Progressing quickly up the ranks and qualifying for the National Team at 17, she then competed exclusively on the World Cup Circuit of Alpine skiing for 11 years, maintaining a top 15 World Ranking for the entire length of her career. She is an 8 time Canadian Champion, has 5 World Cup podiums, and earned a bronze medal at the World Championships in 2003. She also competed for Canada in two Olympic Games, 2002 and 2006. After retiring due to injury in 2008, she took her experience in sport marketing and elite sport, and started her career in brand, marketing, and corporate communications.

Now in Ontario, Allison is a partner in **ITP Sport**, a Safe Sport agency. ITP is Canada's only full service Safe Sport programming and consulting agency. They offer organizations services ranging from prevention programming to independent complaint management. Living through her own sexual abuse in the sport system, Allison became an advocate for change and has used her voice, skills, and passion to lead critical changes in the Canadian sport system. She is a proud board member of AthletesCAN, has supported the CCES in the development of the Universal Code of Conduct, and acted as an athlete advocate in the development of the CAC Safe Sport training and education. Allison aims to make sport a safe, positive place for athletes of all levels, driven by her experience and her commitment for a better future in sport for her three young children.