



SOFIA DOMEIJ

CANDIDATE FOR IBU VICE PRESIDENT

 President
Swedish Biathlon Federation

 Board Member
Swedish Sports Confederation

CONTACT

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LANGUAGES

Swedish – Native
English – Fluent
German – Working knowledge

LEADERSHIP

President, Swedish Biathlon
Federation

Board Member, Swedish Sports
Confederation

Olympic, World Championship &
European Championship athlete

16 years in Swedish National Teams
(Biathlon & Cross-Country Skiing)

Senior Commercial Executive

International Business Experience

Master of Science in Chemical
Engineering, Umeå University

“I believe in the power of sport to bring people together and create opportunities. My commitment is to develop biathlon through strong governance, collaboration, innovation and sustainable growth.”



PROFILE

I combine experience from elite sport, business leadership and sport governance. As a former elite athlete, I represented Sweden at national team level for 16 years in both biathlon and cross-country skiing, competing at the Olympics, World Championships and European Championships.

Since 2011, I have held leadership and business development positions in the private sector, with responsibilities in sales, strategy, organisational development, commercial partnerships and international business. This experience has strengthened my understanding of sustainable growth, financial responsibility and leading organisations in dynamic and complex environments.

Since 2018, I have served as President of the Swedish Biathlon Federation and since 2024 as a Board Member of the Swedish Sports Confederation, gaining extensive experience in governance, strategic leadership, stakeholder engagement and collaborative decision-making. My perspective spans athlete development, grassroots sport, national federations and international governance.

I am passionate about the future development of biathlon and committed to using my experience from sport, business and governance to support sustainable growth, strong National Federations and long-term success across our sport.



BUSINESS LEADERSHIP

Senior Commercial Executive
15+ years of leadership experience in:

- Sales Leadership
- Business Development
- Strategic Partnerships
- International Markets
- Organizational Development
- Customer Strategy

Leadership and commercial experience across multiple industries, with responsibility for growth, customer strategy, commercial partnerships and international markets.



ATHLETE EXPERIENCE

16 years at international elite level in cross-country skiing and biathlon.

Participated in:

- Olympic Games
- World Championships
- European Championships
- World Cup competitions

Strong understanding of athlete pathways, performance environments and development needs across all levels of the sport.



GOVERNANCE & SPORT DEVELOPMENT

2024–Present: **Executive Board Member, Swedish Sports Confederation**

Contributing to the strategic development, long-term governance and sustainability of Swedish sport.

2018–Present: **President, Swedish Biathlon Federation**

Leading the federation through strong sporting success and organisational growth, with a focus on governance, financial sustainability and long-term development.

2014–Present: **President, Örnsköldsvik Biathlon Club**

2017–2018: Vice President, Swedish Biathlon Federation

2016–2017: Executive Board Member, Swedish Biathlon Federation

2015–2016: Election Committee President, Swedish Biathlon Federation

2014–2021: Executive Board Member, Regional Biathlon Federation (Västernorrland)



COMMUNICATION & STAKEHOLDER ENGAGEMENT

Extensive experience as expert commentator and speaker for:

- TV4 (Biathlon)
 - Biathlon and Cross-Country World Cup events
 - National Championships and major events in Biathlon and Cross-Country Skiing
 - Vasaloppet
- Broad experience communicating with media, stakeholders, partners and public audiences nationally and internationally.



EDUCATION & DEVELOPMENT

Master of Science in Chemical Engineering

Additional studies

- Business Administration
- Environmental and Business Law
- Project Management
- Statistics
- Informatics
- Pedagogy

Leadership development

- International Mentorship Program (2022)
- NILE – Nordic International Leadership Education (2019)
- ILM – Sports Leadership and Management (2018/2019)



WHY I AM CANDIDATING

Strong national federations

Support and empower national federations to grow strong, sustainable and future-ready.

Attractive & Sustainable events

Contribute to high-quality events that strengthen our sport and support its long-term sustainability.

Innovation & future development

Support innovation and new opportunities to keep biathlon relevant and attractive.

Commercial partnerships & sustainable growth

Use my commercial and business experience to strengthen partnerships and support sustainable growth across the biathlon family.