



Martin Norberg, Sweden

My name is Martin Norberg, 39 years old. I live in Luleå, which is located in the northern part of Sweden.

I compete for Bodens Draghund IF. I started my competition career in 2012. I am the chairman of Bodens Draghund IF, which I have been for the past six years.

I compete in most styles and have Swedish championship medals in dryland, ski dog and sprint sled (10+ medals). Internationally I have been on the podium in both the European and World Championships in ski dog classes. On Snow Skidog Worldcup winner 2024-2025.

Before sled dog racing, I paddled at an international level for over 10 years. I have wide experience in sports, both studying and practicing.

When I'm not training myself and the dogs, I work in the insurance industry as Head of Constructions Claims.

I want to be involved in developing the sport to be professional and attractive to more people. We need to show professionalism and raise the performance of the athletes and in that way I believe we can attract more people to invest in sled dog sports.

With a serious elite operation that demonstrates that hard work pays off, we can spread positive effects within the sport.

If it shows that hard work pays off and IFFS makes a serious effort to show that athletes are taken seriously, we will attract more athletes to compete and make long-term investments.

I hope you want to use my experience and desire to develop the sport.

Regards,

Martin Norberg

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