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Jimbo Morgan is a visionary in the world of skiing whose innovative spirit helped reinvigorate youth. Recognized by many as one of the first crossover skier-snowboarders, Morgan's daring approach and unmistakable flair paved the way for the modern freeskiing movement. His career, marked by an unwavering drive to push boundaries, began in 1983 when he secured his first sponsorship deals in skiing and set himself on a path to be a professional skier and later an Olympic speed skier.

From the outset, Morgan distinguished himself not only by his technical prowess but also by his willingness to blend tradition with innovation. His inclusion on the U.S. Ski Team for speed skiing between 1988 and 1992 was a testament to his exceptional abilities. During this period, he earned a commendable seventh-place finish in his Olympic demonstration event debut at the Albertville Olympics and secured a second-place finish in a World Cup event in Vars. These achievements underscored his competitive edge and marked him as one of the elite athletes in the sport.

Beyond the competitive arena, Morgan's reputation as a formidable extreme skier was quickly established. He became a founding member of The North Face's Extreme Team and was prominently featured in several seminal ski films directed by Greg Stump, including *Groove Requiem* and *P-tex, Lies & Duct Tape*. These films not only showcased his talent but also helped to popularize a more adventurous, boundary-pushing approach to skiing that resonated with a new generation of athletes.

Following his Olympic stint in 1992, Morgan shifted his focus toward big mountain skiing, embarking on a season in LaGrave, France. It was here that he made a first descent of Tres Fils—a feat that further cemented his status as an innovator in the sport. This milestone led to an invitation to serve as a heli-skiing guide in Valdez, Alaska. In this role, Morgan continued to carve out new paths, achieving impressive first descents in some of North America's most intimidating and challenging terrains, often alongside legendary figures like Hall of Famer Doug Coombs.

Morgan's relentless quest for new challenges didn't stop at big mountain descents. In 1997, he organized the world's first skiercross events, known as "Lord of the Boards." This groundbreaking competition brought together both skiers and snowboarders, fostering a spirit of camaraderie and mutual respect between the two communities. His efforts in creating such an event laid the foundation for skicross, which has evolved into one of the most exciting and dynamic disciplines in modern Olympic skiing. Demonstrating his unique abilities, Morgan competed in all three Lord of the Boards disciplines—alpine, telemarking, and snowboarding.

Perhaps Jimbo Morgan's most enduring legacy is his role in bridging the gap between skiing and snowboarding. At a time when the two sports were seen as distinct and separate, he embraced the energy and freestyle approach of snowboarding and integrated it seamlessly into

his skiing. His willingness to experiment and blend styles not only made him a standout performer but also transformed perceptions about what a multi-disciplined snowsports athlete could be. His pioneering attitude and style drove trick progression in the evolution of events such as slopestyle and halfpipe, and the Olympic inclusion of snowboardcross and skicross owe a debt of gratitude to the early events that created the concepts of these non-traditional ski and snowboard race disciplines.

Further testament to his impact on the sport, Morgan founded Tomahawk International, a venture that has influenced both the cultural and commercial landscapes of skiing. As the first racer to combine ski, snowboard, and telemark racing in the Lord of the Boards series, he continuously set new standards for innovation. His early sponsorship as a freeskiier and his role on the original K2 Freeride team played a crucial part in marketing skiing to a younger, more adventurous audience.

Jimbo Morgan's storied career is a blend of groundbreaking achievements, fierce competitive spirit, and an unyielding desire to challenge the status quo.