



Mr. Gerhard Heiberg
Chairman of the IOC Marketing Commission

Gerhard Heiberg started his Olympic career as the Chairman, President and CEO in 1989 for the 1994 Lillehammer Winter Olympic Games and for the Lillehammer Paralympic Games. He was elected member of the IOC after the success of the Lillehammer Games in September 1994. He has been member of several Coordination Commissions and the Sport and Environment Commission as well as other IOC Commissions. He was also the Chairman of the Evaluation Commission for the 2010 Winter Olympic Games. Since 2001 Mr. Heiberg has been the Chairman of the IOC Marketing Commission and since 2010 Chairman of the Philately, Numismatic and Memorabilia Commission. He was elected member of the Executive Board in 2003, re-elected in 2007 and his term will expire in 2011. Mr. Heiberg has been a member of the Executive Board of the Norwegian Olympic Committee since 1994.

His sports have included cross country skiing, tennis and athletics.

Before he got involved in the Olympics, he worked 16 years as the CEO of a large industrial group in Norway, Norcem AS and after a merger, Aker AS. He has had several Board memberships, among others Chairman of the biggest bank in Norway from 1995-2000 and Chairman of the Norwegian Trade Council from 1977 for two periods.