



**— GRANT —**  
**GUNDERSON**  
**PHOTOGRAPHY**





## GRANT GUNDERSON - Photographer, Producer



One of the outdoor industry's most published photographers, Grant founded The Ski Journal where he served as Photo Editor for over six years. In addition to curating his passion for the mountains, he is a regular contributor for every major snow sports and outdoor publication worldwide including National Geographic Adventure, ESPN, Outside, Mens Journal, Ski, Transworld Snowboarding, and is a Senior Photographer for Powder magazine.







## What Grant Does

He specializes in creating high quality content that conveys the culture of mountain sports to a global audience for use in print, across the web and on social media. By leveraging his vast network of media partners both in print and online, he can guarantee exposure in the largest media channels in each of the major global markets targeted specifically to your demographics.

His goal is to deliver the most authentic, inspiring and captivating experience possible to the viewer. He focuses on telling stories and creating high-end interactive content that is immersive to the viewer. He also takes pride in his ability to showcase any location in a way that is unique and engaging to the audience.



## The Entire Resort Experience

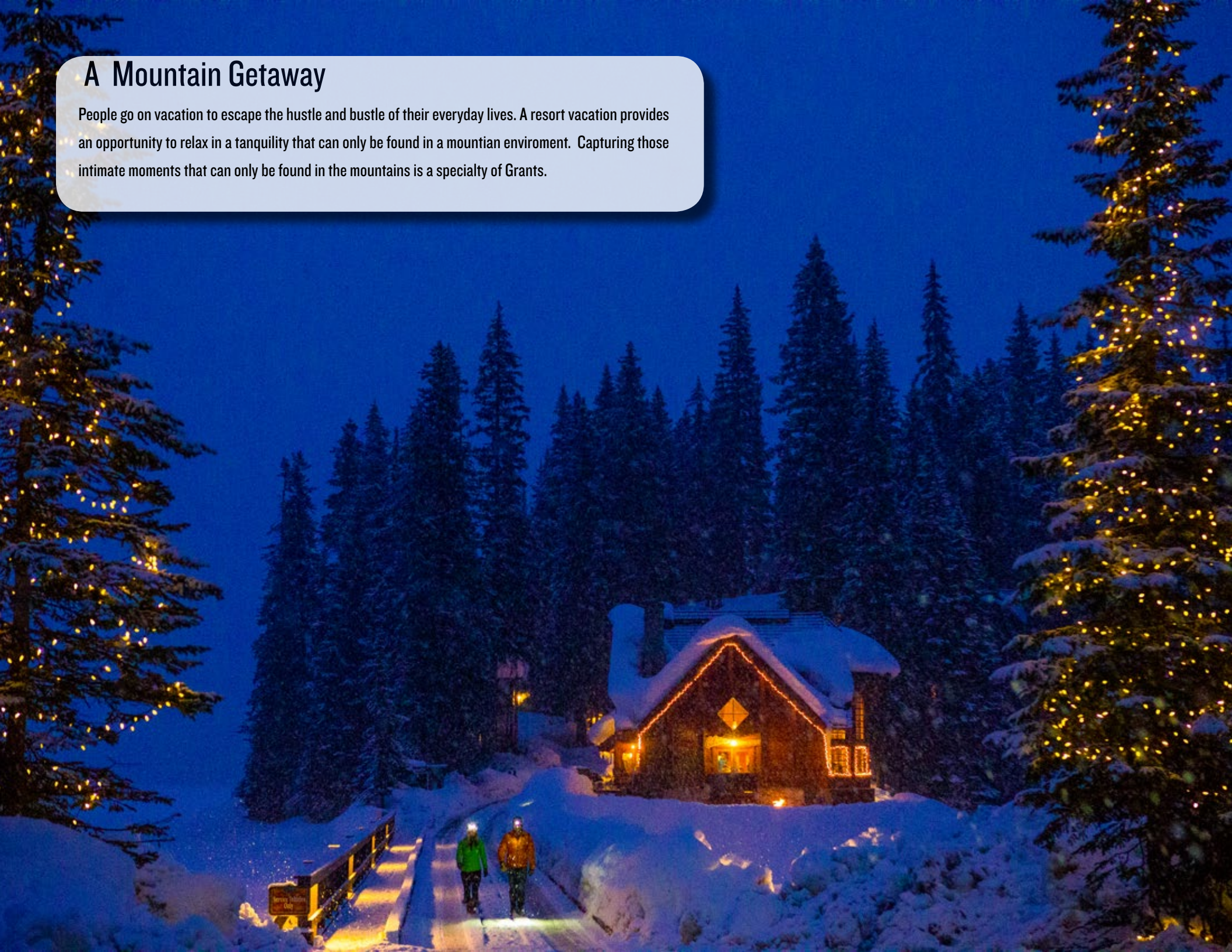
Grant strives to capture the entire resort experience, from first chair to last call. Everyone has a different reason for selecting a resort for their vacation. The deliverables from the shoot will have a variety of content that both captivates and speaks to everyone.



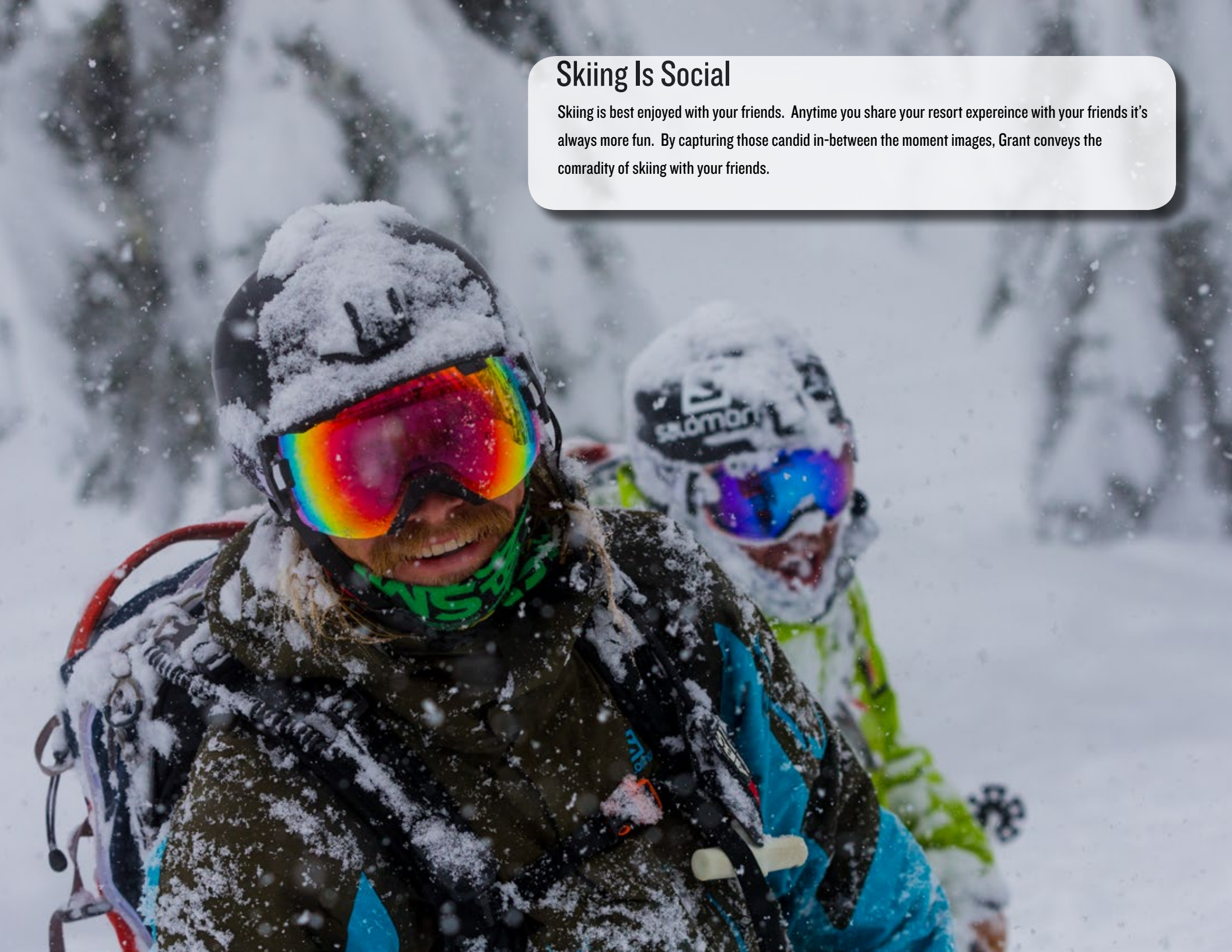


## A Mountain Getaway

People go on vacation to escape the hustle and bustle of their everyday lives. A resort vacation provides an opportunity to relax in a tranquility that can only be found in a mountain environment. Capturing those intimate moments that can only be found in the mountains is a specialty of Grants.





A photograph of two skiers in a snowy, wooded environment. The skier in the foreground is wearing a dark jacket, a black helmet with snow on it, and large, colorful, rainbow-tinted ski goggles. He has a mustache and is smiling. The skier in the background is wearing a white jacket with green accents, a white helmet with a 'Salomon' logo, and blue-tinted ski goggles. The background is a soft-focus view of snow-covered trees.

## Skiing Is Social

Skiing is best enjoyed with your friends. Anytime you share your resort experience with your friends it's always more fun. By capturing those candid in-between the moment images, Grant conveys the comradery of skiing with your friends.



## Skiing Is Fun

The number one rule of skiing is if you are not laughing and having a good time you're doing it wrong.

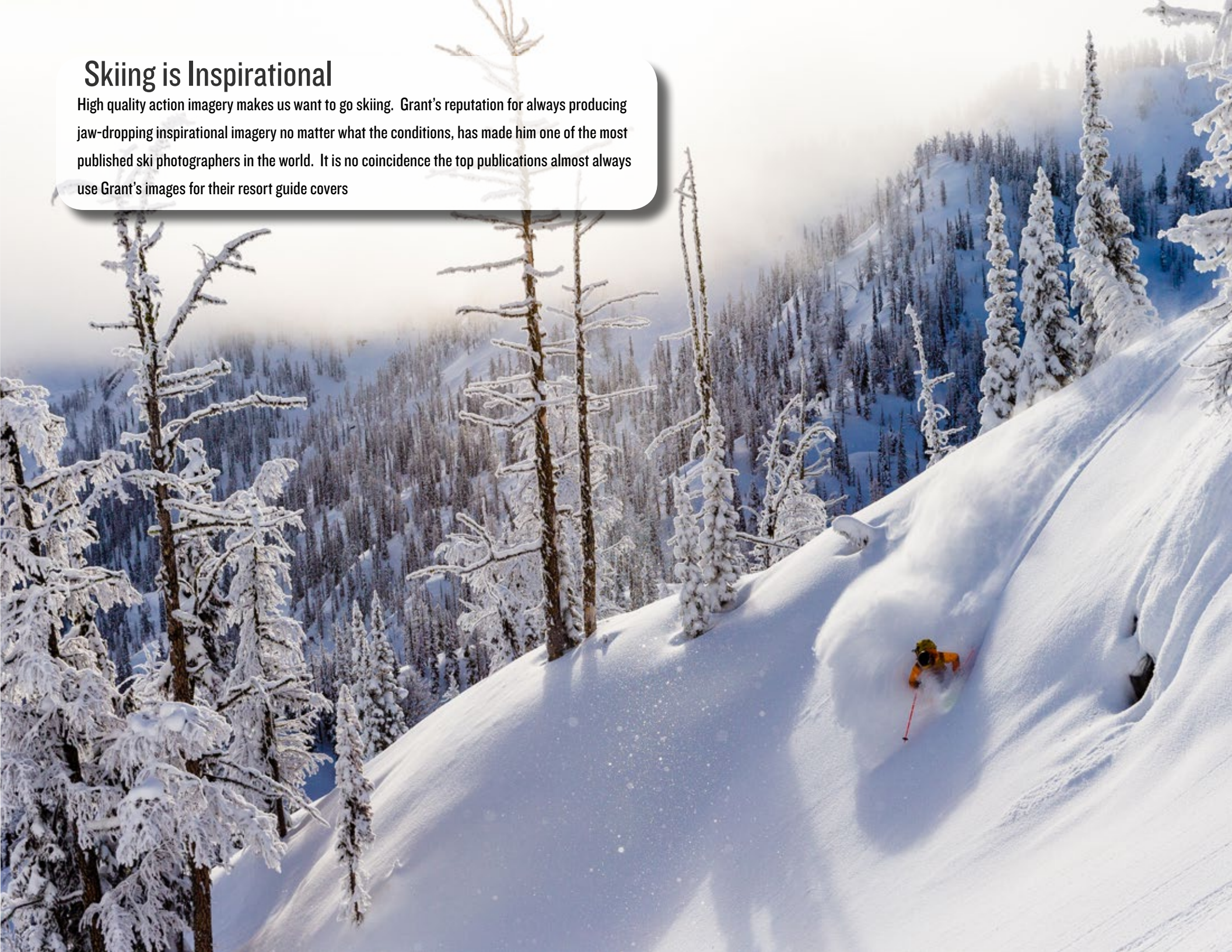
Grant is known world wide for documenting those quirky spontaneous moments that capture the essence of why we all love to slide on snow.





## Skiing is Inspirational

High quality action imagery makes us want to go skiing. Grant's reputation for always producing jaw-dropping inspirational imagery no matter what the conditions, has made him one of the most published ski photographers in the world. It is no coincidence the top publications almost always use Grant's images for their resort guide covers







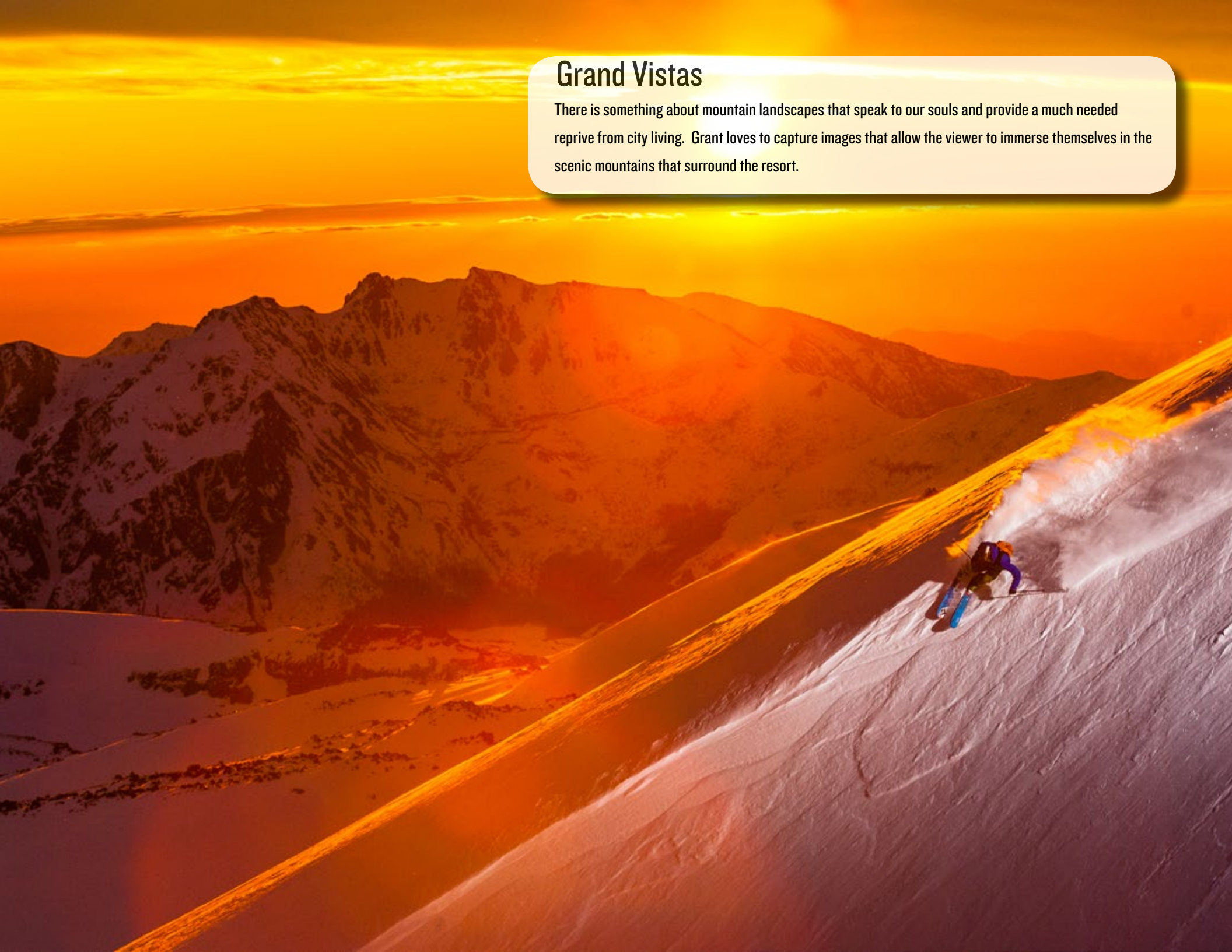
## A Family That Skis Together Stays Together

For many people a resort vacation is a chance to spend time together as a family. Just as skiing is a life long sport with something for all ages and abilities, Grant has the experience to capture all aspects of a resort vacation both on and off the mountain.



## Grand Vistas

There is something about mountain landscapes that speak to our souls and provide a much needed reprieve from city living. Grant loves to capture images that allow the viewer to immerse themselves in the scenic mountains that surround the resort.





## The Base Village

Even for non-skiers the resort village offers something for everyone. Grant captures inviting images that inspire everyone to spend time in the base village.





## Aprés Ski

Just as people love to ski with their friends, they also love to brag about the day to their buddies over a few post ski adult beverages. Grant has spent over 20 years capturing the culture of skiing around the world and après ski is an important part that defines the culture of skiing at each resort.





## The Night Life

The action does not stop when the lifts do. Grant loves to maximise his time on location, often shooting late into the night, to capture the entire resort experience.







## Why Grant?

The bottom line is that Grant knows how to get the job done. He has years of experience working for the largest global ad agencies and brands as well as national tourism bureaus around the world.

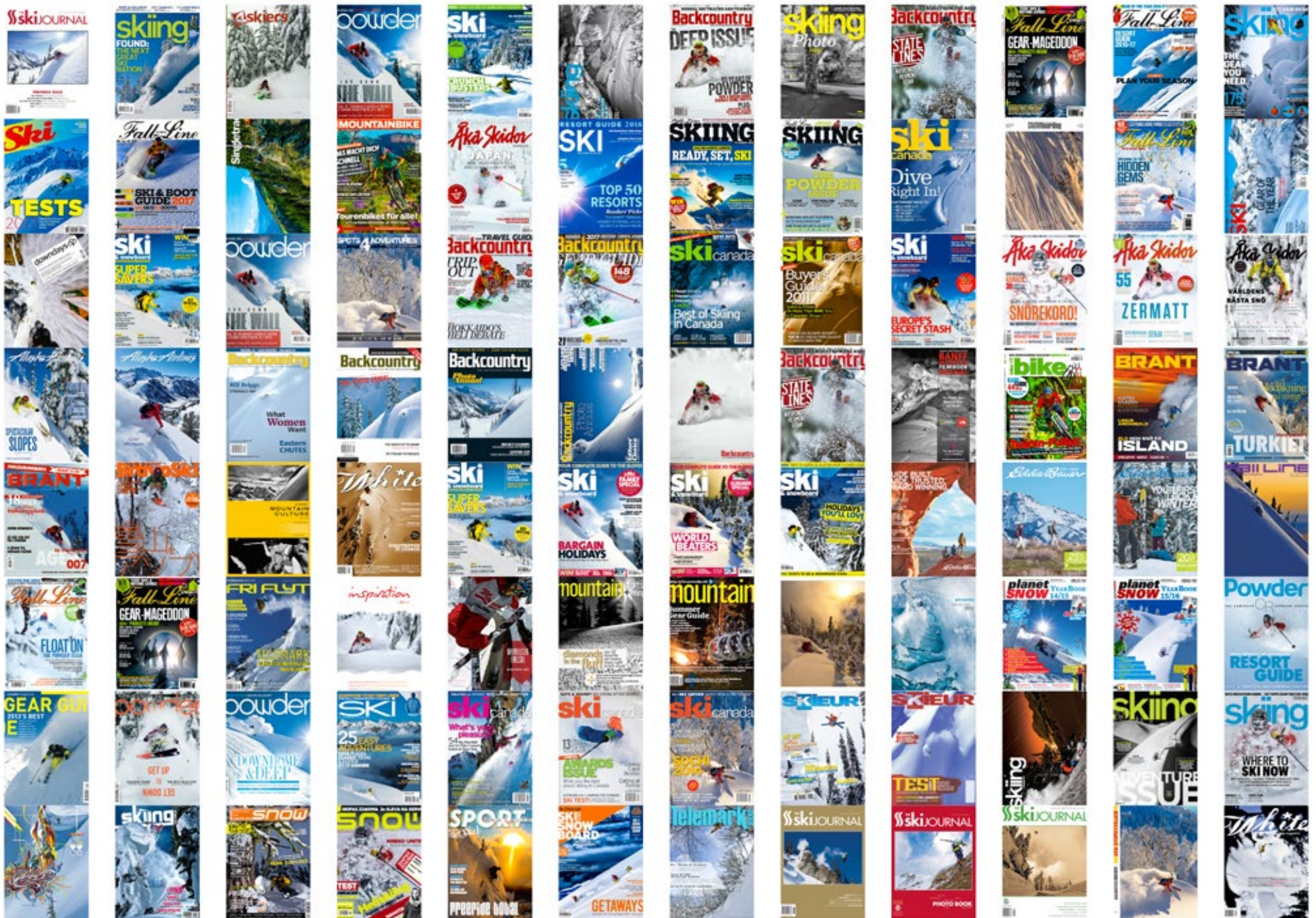
He takes pride in developing lasting relationships with all of his clients and he always takes great care to be respectful of all people and cultures while producing content. Through his nearly two decades of experience he has demonstrated a proven track record of creating iconic imagery in any environment that captivates the audience with the culture, personalities and scenery of the location. Grant has worked very hard to earn a reputation of always over delivering. This work ethic is one of the core reasons why he would be a perfect fit for your project. Grant will produce the best content possible and he will work even harder to help you achieve your marketing goals.

**“Grant Gunderson’s photos speak for themselves. His images are larger than life and they capture the moment from a uniquely artistic perspective. Grant himself is also a pleasure to work with: professional, hard-working, and truly passionate about what he does.”**

—Megan Michelson, ESPN.com Freeskiing Editor



# Industry Recognition - Over his career of two decades, Grant's imagery has been featured on the cover of almost every outdoor publication around the globe.





A man and a woman are seated at a wooden table in a dimly lit room, looking out a large window. The man on the left is wearing a blue beanie and a purple shirt, holding a mug. The woman on the right is wearing a dark jacket and is pouring tea from a small teapot into a cup. Outside the window, a skier in a red and blue outfit is skiing down a snowy slope, surrounded by bare trees.

## Social Media Reach

Grants content consistently performs very well on social media. His direct audience is over 40K of targeted viewers with a high level of engagement. His combined distribution via the social channels of the media partners he works with is in the millions. All of the athletes he works with are recognized as being some of the worlds leading social media influencers.

He has a strong working knowledge of social media marketing campaigns and is skilled at creating content specific to each platform that not only drives clicks and followers but also creates engagement across any platform.



# Testimonials - Here's what clients have to say.

“Grant Gunderson and his media crew have worked with the Japan National Tourism Organization since 2010. Every year his media crew produces content for a variety of media outlets that promote Japan tourism to not only the North American market, but to global markets as well. He has been a reliable journalist and we will continue to develop our working relationship with him.”

-Yoshinobu Ota, Executive Director of Los Angeles Office, Japan National Tourism Organization

“Grant is an outstanding photographer and a superb creative partner. Not only does he have world-class photographic skills, but he has the organizational side of his business totally dialed. For a partner like us, his is an essential combination of art and efficiency.”

-Hal Thomson, Salomon SAS

“Grant Gunderson knows more about the functions and uses of cameras than the instruction manuals. Constantly upgrading, if there is a tool coming out that will help him increase his potential he knows about it 6 months before its release, and it is on his doorstep the first day available. If he thinks it will make a difference in the work there is almost nothing he won't put himself through to get the shot. It is that kind of dedication and professionalism that makes me want to work harder as an athlete, and gives me total confidence in his decisions and opinions. His ability to understand the possibilities and more importantly to push the limits of the equipment makes him the most reliable photographer in the industry.”

-Zach Giffin, Professional Skier and Host of Tiny House Nation

“One look through Grant Gunderson's portfolio and you can clearly see his passion for the outdoors and creating unique, inspiring photography. Grant's technical knowledge is evident with clean lighting and crisp subjects and his skill directing athletes shows in the composition of his final images. Grant's attention to detail doesn't stop when he puts down the camera. Every submission he sends in is neatly edited and labeled so there's no guesswork left to his client. Talent aside, Grant's enthusiastic nature makes him a pleasure to work with.”

-Keri Bascetta, Ski Magazine

“Grant is one of the hardest working photographers out there. It shows in his ability to consistently produce cutting-edge action photography in the Pacific Northwest, one of the darkest and wettest environments a ski photographer could possibly work in. He has pioneered techniques with off camera flash to produce some of the most memorable imagery skiing has ever seen.”

-Mark Lesh, Art Director, SKIING Magazine

“I've never worked with a photographer that works quite as hard as Grant does. From sun up to sun down, day after day, Grant is out there, working his tail off to make beautiful shots happen. The bonus is he always does it with a smile on his face. A true pleasure of a photographer to work with. Sure all the covers, ads and photographic success can speak volumes for Grant. But what I enjoy about shooting with Grant is his passion to be outside, tireless work ethic and constant friendly energy. As a skier it's infectious to work with photographers like Grant and because of it, the final product always seems to be better.”

-Cody Townsend Professional Skier

“I had wanted to shoot with Grant for years before I finally had the honor to be in front of his lens. When I finally got the opportunity I was going to make sure I did my best to get an invite to go shoot again. That was over 13 years ago. I love working with Grant because not only is he one of the best photographers in the game, but he never settles until he gets the best shot possible, which he always seems to do. In addition to that he is always trying to be creative whether it be with flashes, new terrain, different angles, anything to get something new and unique.”

-KC Deane, Professional Skier

“Working with Grant always surprises me and leaves my jaw dropped to the keyboard every time he sends me his latest submission. Even in his own backyard of Mt. Baker he manages to constantly find new angles and ways of capturing incredible ski action from a powder stash he's been exploring for an endless number of winters. What impresses me most is that no day seems to bad to bring out his camera gear. On storm days and in less than epic light, in conditions few other photographers would even bother to leave bed for, he pushes the envelope, mixing the dramatic with pure beauty.”

— Tobias Liljeroth, Editor, Aka Skidor

“Grant and I have been working together for nearly 15 years and I am still always impressed by his imagery and work ethic. He is a dedicated photographer willing to do and try anything to get the best shot possible.”

— Jeff Thomas, Director/Producer, Switchback Entertainment

“If you need someone to go above and beyond the scope of the assignment and deliver the photos in an absurd unrealistic time line, all bets are that Grant can do it. He's a slave driver to himself and the athletes, to which we at BD are always thankful for; especially when each of his submissions are 2000+ Files, filled with amazingly beautiful images. It's because of photographers like him that people like me will continue to have a job.

-Sandra Salvas, Photo Editor, Black Diamond Equipment

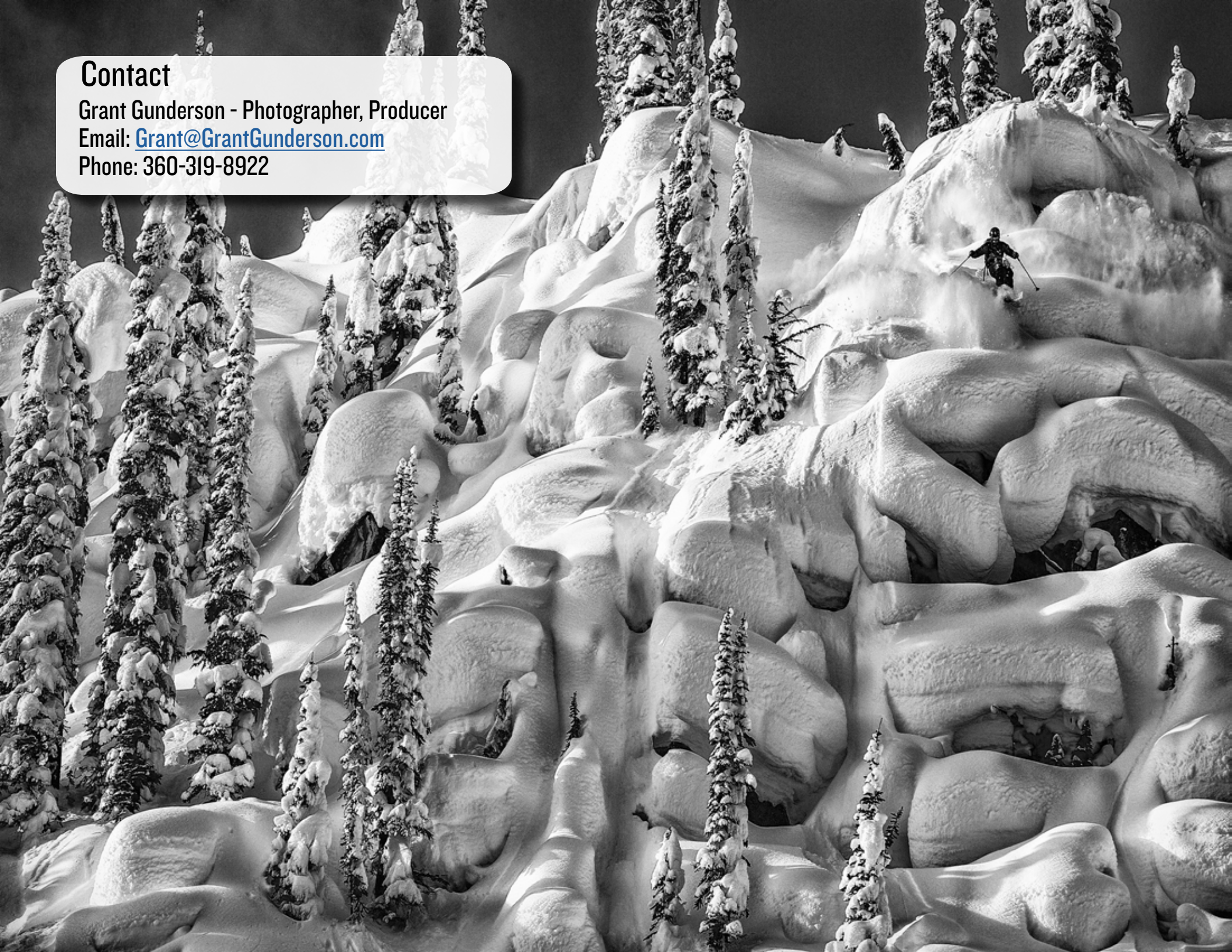


## Contact

Grant Gunderson - Photographer, Producer

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## Summer Season

Grant's summer imagery is just as captivating and inspirational as his winter work. Inquire about how he can capture imagery for your resort year round.





