



Sasha Steinhorst

Sasha Steinhorst grew up in the right place at the right time. Blessed to live in California, he was raised between Skate Park rich Southern California and the urban streets of San Francisco.

Skating's creative freedom drew Sasha to the sport, instilling in him a passion like no other. Skateboarding has allowed Sasha to explore every possible terrain and interpret it in his own style, enriching his life in a way he never thought possible, ultimately allowing him to open his mind and giving him a new perspective on the world.

With over 30 years of experience in the skateboard industry, Sasha has traveled the world extensively for the last 20 years, implementing all facets of skateboarding including: marketing, sales, teams/promotions, manufacturing/production, import/export and event management. Sasha has working relationships with the most established distributors, major retailers, sport organizers, manufacturer's, media outlets and sponsors, within the skateboard industry.

Over the last 20 years Sasha has helped increase the media coverage of skateboarding in mainstream press through broadcast and print publications.