



Morgan Alexander

Drawing on 20 years of intense involvement in high-performance sports, Morgan possesses a keen insight that sets him apart as an individual and within a collective. His commitment to excellence is unwavering, underscored by a natural ability to challenge norms and see beyond the surface.

Morgan's training facility in Calgary reflects his belief in the symbiotic relationship between a high-performing mindset and scientific physical training, catering to world-class athletes, youth, and weekend warriors alike. A former international athlete, Morgan's achievements include several World Cup podium finishes and a remarkable fourth place at the Olympic Games.

Today, his passion lies in helping individuals surpass their perceived limits, with a coaching approach centered around the unique story and authentic journey of each person. In 2018, he led the Canadian National Bobsleigh Team to historic Olympic success, securing gold and bronze medals. As the lead administrator in the run-up to Beijing 2022, he pioneered world-leading performance solutions for a new generation of Canadian athletes and medalists.

Now residing on the South Shore of Nova Scotia with his wife and two daughters, Morgan finds joy in simple pleasures such as savoring a perfect cappuccino in the sunshine, nurturing the land around him, and sharing meaningful culinary experiences with loved ones.

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