



For Immediate Release

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Iditarod Trail Committee Names Mark Nordman Interim Chief Executive Officer

Wasilla, Alaska - The Iditarod Trail Committee today announced that Mark Nordman, the organization's longtime Race Director, has been named Interim Chief Executive Officer (CEO), effective September 15, 2026, following the departure of outgoing CEO Rob Urbach.

Nordman brings more than four decades of Iditarod experience to the role. Originally from Minnesota, he came to Alaska in 1976 and ran his first Iditarod in 1983. He has since served the organization in nearly every capacity: race judge, Race Marshal, village relations coordinator—and Race Director, a position he has held since 1989. He has run the race five times and maintains deep relationships with the rural Alaska communities, mushers, volunteers, veterinarians, and stakeholders who are central to the Iditarod.

"Mark knows the Iditarod from the inside out," said Mike Mills, Chair of the Iditarod Trail Committee Board of Directors. "His decades of experience across nearly every facet of the organization, combined with the trust and respect he has earned throughout Alaska and beyond, make him the right person to lead the Iditarod during this transition."

Nordman, a resident of Denali Park, Alaska, will oversee all operations of the organization while the Board of Directors continues its search for a permanent CEO.

"The Iditarod has been the center of my adult life since 1983," Nordman said. "I'm honored that the Board has placed this trust in me, and I'm committed to keeping the organization moving forward while we find the right long-term leader."

As previously announced, Urbach is stepping down as CEO on September 15, 2026. During his seven-year tenure, the organization expanded sponsorships, generated State of Alaska support, enhanced Iditarod Insider, launched the Expedition Class program, and established DOGZ (Dogz, LLC), a multifaceted ecosystem for canine content, events, products, and services. DOGZ owns DockDogs, a market leader in canine competitions, and has a licensing agreement with BarkTV showcasing over 50 years of Iditarod content to dog lovers everywhere. Urbach will continue to manage and grow DOGZ following his departure.

"We are grateful for Rob's leadership and contributions over the past seven years, and we look forward to his continued involvement through DOGZ," Mills said. "With Mark at the helm during this transition, the Iditarod is in experienced and capable hands."

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About the Iditarod

The Iditarod Trail Committee is a 501(c)(3) nonprofit organization whose mission is to preserve the rich tradition of the Alaska sled dog and the Iditarod Trail. The organization is charged with coordinating the Iditarod Trail Sled Dog Race, an annual long-distance sled dog race stretching from Anchorage to Nome for an approximate 1,000-mile journey through Alaska over the roughest, most breathtaking terrain in the world. For more information, visit www.iditarod.com.

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