

Eric Olson was born and raised in Lancaster, Wisconsin, a small rural farming community in southwestern Wisconsin. His interest in forestry began early through Scouting, where earning the rank of Eagle Scout and spending time exploring the Driftless landscape helped shape his long-term connection to Wisconsin's forests. He earned a Bachelor of Science degree in Forest Administration and Utilization, with a minor in Business, from the University of Wisconsin-Stevens Point. Eric began his career as a procurement forester, gaining broad experience in timber markets, forest operations, and private landowner engagement across the state.

He is the founder and President of Legacy Forest Management LLC, an independent consulting forestry firm based in Sparta. He leads a growing team of professional foresters, technicians, and GIS specialists who share a commitment to science-based management, clear communication, and long-term stewardship. As Legacy continues to expand, Eric's leadership focuses on developing his team, strengthening internal systems, and building a culture grounded in professionalism, accountability, and service to landowners.

He is an advocate for Wisconsin's consulting forestry community, working to strengthen public-private partnerships and improve landowners' access to professional forestry support. He is a member of the Association of Consulting Foresters (ACF) and has served as Secretary/Treasurer for Wisconsin Consulting Foresters (WCF), contributing to statewide efforts that promote the role and value of consulting foresters in Wisconsin's forest landscape.

Eric lives in Bayfield County in northern Wisconsin with his family and enjoys hunting, fishing, canoe camping in the Boundary Waters, and flying. His work is grounded in his commitment to family, community, and helping landowners care for their forests in a way that creates lasting benefits for future generations.