



# Revolutionizing Sports Content Operations and Engagement with AI

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Alexis Schäfer is a trailblazer in Paralympic sports marketing. From 2008 to 2022, he spearheaded the commercial and marketing efforts at the International Paralympic Committee (IPC), laying the groundwork for its global success. Now, focusing on his consultancy business AXS (across-sport), Schäfer works at the crossroads of purpose-driven partnerships and media rights exploitation, leveraging his expertise to drive further advancements in the sports industry. Recently completing a course with MIT focused on sports and technology, Schäfer delved into the application of AI in sports content management, furthering his commitment to innovation in the field.