MARCO SCHLEICHER

DIGITAL LEADER | AI TECHNOLOGIST

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WORK EXPERIENCE

SVP Innovation
SPORTTOTAL AG

2016 - Present

- Strategic leadership of the innovation department with a focus on AI-powered media technologies and digital transformation
- Development of patented AI camera systems and autonomous broadcast solutions
- Hands-on development of AI software for video tracking, robotic cameras, and cloud architectures

CEO / Founder
Alpwerk GmbH
LIGHTFLAIR GmbH & Co.KG

2010 - 2016

- Founded, built, and successfully exited an innovative media technology company focused on live streaming and broadcast production
- Acquired and managed major clients such as Audi, Red Bull, Sky, ARD, Telekom, and Vodafone
- Developed proprietary streaming technologies for serial events like the DTM and Depeche Mode concerts

Creative Technologist
SKY Germany

2003 - 2010

- Built the 3D Motion Graphics Unit at Sky
- Developed studio technologies and specialized software for live productions including Formula 1 and Bundesliga coverage
- Won multiple international awards: Promax BDA New York, Eyes & Ears Europe

PROFILE

Innovation leader with hands-on DNA: A visionary mediator between customer expectations and technical feasibility. Over 20 years of experience driving digital transformation in media companies.

- Connecting technologies
- Orchestrating teams
- Realizing visions

EDUCATION

Bachelor of Arts Multimedia
Middlesex University
2000 - 2003 London

SKILLS

// Soft Skills

- Strategic Leadership & Vision
- Innovation Management
- Stakeholder Communication (C-Level)
- Team Building & Transformation
- Entrepreneurial Mindset
- Crisis Management & Problem Solving

// Technical Skills

- AI/ML Development (Python, Yolo)
- Cloud Architecture (AWS, Azure)
- Broadcast Systems (SDI, NDI, IP)
- Software Development
- IoT & Edge Computing
- Video Processing & Streaming

MAJOR PROJECTS

FIFA WORLD CUP 2022

Overall Technical Lead for the FIFA World Cup production at MagentaTV with over 700 staff. Implemented cutting-edge XR/AR studio technologies and produced all 64 matches in UHD-HDR. Reached an audience of 25 million viewers

UEFA EURO 2024 GERMANY

UEFA Broadcast Contribution Service Overall technical responsibility for all mobile UEFA news teams across Germany.

PANOCAMONE

AI-powered 180° panoramic camera system with integrated graphics engine and multi-format encoding. Democratized live broadcasting through 90% cost savings.