

# Personar Appoints Former Genius Sports COO Eric Stevens as Chief Operating Officer to Scale Award-Winning Sports Technology Platform

Tuesday 13 January, 2026

**LONDON – Tuesday, January 13, 2026** – Personar, the AI sports technology company revolutionising real-time decision-making and coaching analytics, today announced the appointment of Eric Stevens as Chief Operating Officer. Stevens joins from Genius Sports Group (NYSE: GENI), where he served as COO, helping scale the company to over \$250M in revenue and a successful NYSE listing.

The appointment comes as Personar continues its rapid expansion across global professional sports, with its flagship product TrackSwift now deployed across Tier one sports organisations globally, and CoachScribe preparing for full commercial launch in February 2026 following successful beta testing with leading sports teams and organisations and colleges.

Stevens brings over 20 years of transformational leadership across technology, media, and sports businesses. At Genius Sports, he led a 2,000+ person organization, drove AI integration across business operations, and managed \$100M+ operational budgets while delivering double-digit annual cost savings. His track record includes taking companies public, executing major M&A initiatives, and building high-performance teams that deliver measurable results.

Prior to Genius Sports, Stevens held senior leadership positions at Pinewood Studios Group, Arts Alliance Media, and Independent Entertainment, where he consistently drove revenue growth, operational excellence, and strategic transformations across global markets.

"We're at an inflection point where AI is fundamentally transforming how sports organizations make critical decisions," said **Eric Stevens, COO of Personar**. "What drew me to Personar is the incredible technology they've built and the untapped potential across professional and collegiate sports. Having spent years scaling sports technology at Genius Sports, I've seen firsthand the demand for solutions that can process and analyse real-time audio intelligence. Personar's TrackSwift is already the gold standard in Formula One and elite football officiating, and CoachScribe is poised to revolutionize coaching analytics. I'm excited to help the team scale these award-winning platforms and accelerate our path to becoming the definitive AI intelligence layer for sports worldwide."

The appointment strengthens Personar's leadership team as the company scales to new heights in 2026. Personar recently won "Best Sports Technology" at the FEVO Sport Industry Awards 2025 and became the official technology partner for Football Australia and the A-League, expanding its presence beyond Europe and North America.

"Eric's appointment represents a major milestone for Personar," said **Adrian Jones, CEO and Co-Founder of Personar**. "We're building technology that processes millions of spoken words in mission-critical environments – from pit walls to VAR operations to elite coaching sessions. Eric has already done this at scale with Genius Sports, taking them from startup to public company while implementing AI-driven strategies across their entire platform. His experience in high-growth sports technology, combined with his operational excellence and strategic vision, makes him the perfect leader to help us scale TrackSwift globally and bring CoachScribe to market. This is exactly the kind of proven leadership we need as we enter our next phase of explosive growth."

Stevens joins a great leadership team that also includes newly appointed Managing Director of Global Professional Sports Tony Page, who was pivotal in his tenure at Hawk-Eye Innovations and F1.

## About Personar

Personar is a London-based AI sports technology company specialising in audio analysis and real-time decision intelligence for professional sports. The company's flagship products, TrackSwift and CoachScribe, leverage advanced speech-to-text and AI categorisation to deliver actionable insights for elite sports organisations. With its development hub in Budapest and global teams spanning Australia, Singapore, Europe, and the US, Personar powers 24/7 operations for the world's most demanding sports events.

For more information, visit [www.personar.ai](http://www.personar.ai)

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AI Sports Technology :: Eric Stevens :: Personar COO :: Genius Sports :: TrackSwift :: CoachScribe :: Sports Analytics :: Real-Time Decision Intelligence :: Formula O ::

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