



Bayes Esports is strengthening its C-Level - York Scheunemann joins as COO

Berlin, January 13, 2023 – Bayes Esports, the world’s leading supplier for esports live data, is levelling up its C-Level management by bringing in another high-profile manager as a lateral entrant. The Berlin-based company is now headed by a trio of leaders, with Martin Dachsel remaining as CEO, Amir Mirzaee moving into the role of CCO, and the role of COO being taken over by the newest member of the management team, York Scheunemann.

As COO, York will be responsible for accelerating the growth of Bayes Esports as a company - and esports as an industry -, leading its Sales, Marketing, Communication, and People & Culture efforts.

He brings 20+ years of management experience in digital business with a focus on sales, digital education, and business development. York previously held leading positions at Google for twelve years, was the Vice-President of the scale-up Appinio, and is a member of various high profile international advisory boards.

He is also a passionate advocate for mindful leadership and always fostering a human-first focus in his work.

Amir Mirzaee, CCO & Managing Director of Bayes Esports, commented: “We are delighted to welcome York onboard. With his incredibly high experience in the tech industry and his right mindset and values, he is the right leader on our path toward a sustainable future in esports.

As we continue to expand and grow, having such an expert joining Martin and me will allow the three of us to complement each other well and stay focused on driving the esports data industry forward. We are all excited to work with York.”

York Scheunemann himself stated: “I'm fascinated by the esports industry's explosive growth, diverse landscape, and ever-changing profile. An industry this agile, innovative, and progressive, needs companies like Bayes Esports and I am excited to join the team on its growth and expansion journey.”

