

David Shapiro is the President of North America for Pixellot, the worldwide leader in AI-based sports production. He previously served as the Chief Executive Officer of Steel Sports based in Hermosa Beach, CA. Steel Sports is dedicated to building, acquiring, and strengthening a network of branded participatory and experience-based businesses engaged in sports, training, education, entertainment, and consumer lifestyle.

Previously, David spent 12 years at Positive Coaching Alliance as the Chief Revenue Officer. David has also held positions with the AAA baseball team in Sacramento and with the California Community College Commission on Athletics.

David captained his varsity baseball, basketball, and football teams, and went on to play college baseball at the University of California at Davis. David's coaching experience includes time spent in Germany being a player/coach for a Professional Baseball Club, time as a High School Varsity Baseball Coach at Rio Americano HS, and is now an active youth sports coach.

David is a graduate of the Executive Program for Non-Profit Leaders at the Stanford University Graduate School of Business and he received a Bachelor of Science degree in Managerial Economics from the University of California, Davis.