

ALEXIS SCHOEB

Partner
CASarb FCI Arb / FSI Arb



Bar admission: Geneva, Switzerland, 2006
Nationality: Swiss
Languages: French, English, German, Spanish

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AREAS OF EXPERTISE

- > Commercial Arbitration
- > Sports Arbitration
- > Commercial Contracts
- > Mergers & Acquisitions
- > Corporate Law
- > Sports Law

INDUSTRY SECTORS

- > Sports
- > Media & entertainment
- > Events, Hospitality
- > Retail, Luxury Goods & Fashion
- > Web 3.0, Blockchain & Cryptocurrencies Trading
- > Commodities Trading

PROFESSIONAL PRACTICE

Alexis is a Swiss-qualified attorney-at-law, with considerable experience as both arbitrator and counsel in complex commercial and sport proceedings with high financial and media implications.

Over the last 15 years, he has been advising and representing individuals, companies, and international sports organisations in international commercial and sport disputes.

In particular, he has advised and represented high profile athletes, agents as well as some of Europe's biggest football clubs.

Alexis has acted as lead or co-counsel in more than 50 commercial and sports-related proceedings, before the main commercial arbitral institutions, as well as before the Court of Arbitration for Sport (CAS).

He also advises clients on contractual, governance, organisational and strategic issues and has gained considerable experience in commercial operations through his roles in management and as a board member of various international companies.

He is a recognised arbitrator, appointed to the list of arbitrators of several arbitration institutions and is a member of the UK Chartered Institute of Arbitrators (FCI Arb) and Singapore Institute of Arbitrators (FSI Arb).

Over the past 10 years, Alexis has been regularly appointed as an arbitrator in international commercial disputes involving, among others, construction, agency, distribution, licensing, joint venture and media contracts.

Since 2018, he has been a member of the Court of Arbitration for Sport (CAS) over which time he has been appointed in over 80 CAS proceedings. He has also sat as arbitrator in more than 20 proceedings before arbitral tribunals of international sports federations (including UCI, AIBA, FIVB, etc.).

Outside of the office, Alexis regularly speaks on topics related to international sport law and arbitration at both conferences and university programs around the world.

CAREER

- > Partner, Peter & Kim, Geneva (2023-)
- > Founding-Partner, LBS LEGAL (formerly Schoeb-Baumgartner and Schoeb Avocats), Geneva (2011-2022)
- > President & CEO, Team Katusha-Alpecin, World Tour Professional cycling team, Geneva (2014-2019)
- > Senior Associate, Canonica Valticos de Preux & Associés, Geneva (2008-2010)
- > Associate, Schellenberg Wittmer, Geneva (2006-2008)

EDUCATION

- > CEDR Accredited Mediator (2020)
- > Master of Law Degree, University of Fribourg (Switzerland) and University of Bristol (UK) (2004)
- > Bachelor degree in economics (1999)
- > Diploma in business administration (1998)

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QUOTES

> Alexis Schoeb wins plaudits as *“a renowned and well-experienced CAS arbitrator”, with peers singling him out as “one of the very best in Switzerland”*.

WWL THOUGHT LEADERS, Sports & Entertainment 2022

> Alexis Schoeb receives applause for his *“strong reputation as a go-to sports lawyer”, acting across a broad range of sports matters in arbitration proceedings*.

WWL THOUGHT LEADERS, Sports & Entertainment 2020

> According to his clients, Alexis Schoeb is *“tactically and strategically one of the best lawyers in Switzerland”*. He has particular expertise in cycling and football issue.

WWL THOUGHT LEADERS, Sports & Entertainment 2015

PROFESSIONAL ASSOCIATIONS

- > Chartered Institute of Arbitrators (CIArb), Committee Member of the European Branch
- > ICC Switzerland and UK, list of arbitrators
- > Court of Arbitration for Sport (CAS), list of arbitrators
- > ACICA, list of arbitrators
- > WIPO Arbitration and Mediation Center, list of Arbitrators
- > THAC, list of Distinguished Arbitrators

REPRESENTATIVE CASES

- > Lead counsel in a > USD 150 million dispute representing a trader in an ICC arbitration against one of the leading cryptocurrencies’ centralised exchanges
- > Lead counsel for a top bicycle brand in a dispute related to major sponsorship agreements
- > President of a tribunal in a football-related TV Rights dispute of over USD 50 million.
- > Co-counsel for FC BARCELONA in a CAS arbitration proceeding involving the Uruguayan player Luis SUAREZ
- > Lead counsel for a majority shareholder in the M&A operations related to the acquisition of the Haute Route Series by the Ironman Group
- > Lead counsel for a professional cycling team in the sale of the shares of its managing entity and the takeover of the UCI WorldTour licence
- > Lead counsel in a successful anti-doping dispute involving an Olympic and world champion athlete

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