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CEO Jörg Daubitzer to leave Bundesliga International

Media Contact
Susanne Jahrreiss
Corporate Communications

T +49 69 / 6 50 05-218
E media@dfi.de

Effective year-end, Jörg Daubitzer will be stepping down as CEO of DFL subsidiary Bundesliga International (BLI) at his own request. Since 2005, the 50-year-old manager has been responsible for sales of international media rights for the Bundesliga and 2. Bundesliga as well as for sponsoring and licensing. In 2008, he was appointed to the Management Board of DFL's newly founded marketing subsidiary, DFL Sports Enterprises (DFL SE). He also initiated the establishment of Bundesliga International, in which DFL SE was incorporated in July 2017 and which now also handles the international marketing of professional soccer. Under his leadership, international revenues per season rose from €20 million (2006/07) to over €280 million (2019/20). Another milestone during his tenure was the establishment of a Bundesliga representative office in Singapore in 2012.



“DFL wishes to thank Jörg Daubitzer for his many years of commitment and successful work. We regret losing him. Over the past 25 years, he has made a strong contribution to professional soccer and, in particular, has helped make the Bundesliga more international. He is notable not only for his strategic approach to a highly dynamic market, but also for his personal integrity and loyalty. Mr. Daubitzer informed us of his wish to pursue a new course some time ago and asked us not to begin negotiating the extension of his contract as planned. With consummate professionalism, he supported the launch of Bundesliga International and ensured that his successor was fully familiarized with the job. We wish him all the very best for his personal life and future career,” said Christian Seifert, Chief Executive Office of DFL and Chairman of the Supervisory Board of Bundesliga International.

Bundesliga International GmbH

Ulmenstr. 23-25
D-60325 Frankfurt/Main
T +49 69/6 50 05-0
W bundesliga-international.com

“I am very proud to have helped steer the growth of the Bundesliga over such a long period and I would expressly like to thank DFL, its corporate bodies and the clubs for the trust they have placed in me. I also appreciate Christian Seifert’s very positive support as regards my wish to strike out in a different direction. I am sure that Bundesliga International will have a very successful future and I wish the company and its employees all the best for the journey ahead,” said Jörg Daubitzer.

Robert Klein, CCO of Bundesliga International since May 2017, will assume as new CEO overall responsibility for all business areas as of January 1, 2018. As of the same date, Dr. Steffen Merkel, previously Manager of Executive Projects for the Management Board of DFL, will be appointed Director of Operations and granted general signing authority (Prokura).