



## MEDIA RELEASE

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### **Bernd Schusky to become new Head of Brand Communications at DFL**

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Effective July 2017, Bernd Schusky will be appointed Head of Brand Communications of DFL Deutsche Fußball Liga. The 38-year-old was previously with FIFA, where he was Senior Manager Communications. His responsibilities there included communication and marketing. He will report direct to Christian Pfennig, Director of Corporate and Brand Communications and a member of the DFL Management Board.

Bernd Schusky's early professional career included the social media start-up keebits, which he founded and led as CEO. From 2005 through 2013, he was Client Director at MetaDesign, an international design and brand consultancy, shepherding various projects on brand development and positioning – including for Axel Springer, Triumph and Deutscher Sparkassen- und Giroverband.

## **DFL**

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