

Frankfurt, June 27, 2019

DFL continues to focus on digital innovation: Andreas Heyden to be installed as ‘Executive Vice President Digital Innovation DFL Group’

The DFL Deutsche Fußball Liga is developing its digital innovation competencies by establishing a centralised unit, headed by Andreas Heyden, in the capacity of “Executive Vice President Digital Innovation DFL Group”. In addition to his current duties as CEO at DFL subsidiary ‘DFL Digital Sports’, the 45-year-old will commence his newly created role on 1 July 2019 and will report directly to the DFL’s CEO Christian Seifert.

The new role comprises of a range of tasks, including the strategic alignment of the league’s technology trade fair ‘SportsInnovation’ in partnership with Messe Düsseldorf, relevant participations within the investment programme ‘DFL for Equity’ and the further build upon the success of the Bundesliga’s official eSports competition ‘Virtual Bundesliga’.

Moreover, the DFL is committed to further development in areas of innovation and digitisation, including but not limited to media production and virtual content.

Please find attached a picture of Andreas Heyden which can be used free of charge (copyright: DFL).

[Click here to read the news article on dfl.de/en.](#)

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