



# RELEASE

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## Peer Naubert to become Chief Marketing Officer of Bundesliga International

Peer Naubert will oversee national and international marketing at the DFL. He takes over the area of responsibility from Christian Pfennig, who is leaving the DFL at the end of July 2022 at his own request and on the best possible terms, as was announced last week.

This will also involve a structural change. In order to consistently promote the popularity of the Bundesliga and Bundesliga 2, not only in Germany but also globally, Naubert will join CEO Robert Klein on the executive management team of wholly owned DFL subsidiary Bundesliga International as Chief Marketing Officer starting July 1. In addition to marketing, Naubert will also be in charge of parts of the operational business relating to commercial partnerships. At the same time, Naubert will continue to work for the DFL and head the Marketing departments there as before.

“As an expert who is renowned both internally and externally, I really look forward to having Peer Naubert take on this new role. With his great experience, extensive network, excellent intuition and team spirit, he will play a decisive role in shaping our future path, both nationally and even more so internationally,” said Donata Hopfen, DFL CEO and Chair of the Bundesliga International Supervisory Board.

Naubert has worked at the DFL Group since 2018, where he is currently Vice President Marketing. Before joining the DFL, Naubert served as Senior Vice President Market Development at SPORTFIVE (formerly Lagardère Sports), where he was responsible for the development and implementation of internationalisation and growth strategies for rights holders in new markets. The business economist’s activities during this time including supporting the National Football League (NFL), as well as various national European football clubs in their internationalisation activities in Europe, China, South-East Asia and North and Central America.

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