



Frankfurt, April 29, 2025

10 | 2025

Media Contact

Tobias Kaufmann

Director Communications

T +49 69 / 6 50 05-333

E presse@dfi.de

Media Center

Releases, accreditation forms
and further informations.



“Many thanks to the Supervisory Board for their trust,” said Marc Lenz, Managing Director of the DFL. “Together with the clubs, the league committees and our team at the DFL, we will continue to work hard to ensure that the Bundesliga and Bundesliga 2 remain top leagues: attractive in sporting terms, economically competitive, with financially stable clubs and deep roots in society. The factors influencing global football are constantly increasing. In this dynamic environment, it is important to continue to pursue a positive path that fits our tradition and at the same time enables us to make the necessary progress.”

“The DFL has some groundbreaking years ahead of it,” said Steffen Merkel, Managing Director of the DFL. “Based on the national media rights agreement, we are looking positively to the future. From this position of strength, we must work with the clubs to set the course for the future in terms of structure and content: in sport, in sports policy, and especially in marketing, with a view to our business model, the changing media markets, and our global growth ambitions. I am very pleased that the Supervisory Board has reinforced our determination to continue on the path we have chosen beyond the next rights cycle with this decision.”

About the individuals:

Dr. Marc Lenz, born on March 6, 1986, has been Managing Director of DFL GmbH since July 2023 and, in this role, is also a member of the DFL and DFB Executive Committees. As Director of Corporate Strategy & International Affairs, he was previously responsible for strategic and sports policy issues. Marc Lenz has been with DFL GmbH since 2019 and has been a member of the Management Board since 2022. Since 2019, Marc Lenz has represented the DFL in its dealings with international member associations and on the UEFA Club Licensing Committee. Before joining the DFL, Marc Lenz worked for UEFA and McKinsey & Company.

Dr. Steffen Merkel, born on October 9, 1985, has been Managing Director of DFL GmbH since July 2023 and, in this role, is also a member of the DFL Executive Board. As Director of Audiovisual Rights, he was previously responsible for national media rights tenders, national and international product management, and the protection of audiovisual rights against digital piracy. Steffen Merkel has been with DFL GmbH since 2014 and has been a member of the Management Board since 2020. Before joining DFL, Steffen Merkel, who holds a doctorate from EBS Business School, worked for The Boston Consulting Group.

- **Click here to read the news article on dfl.de**



You do not wish to receive further emails from us?
Click here to be removed from our media releases database.