



Frankfurt, May 28, 2025

The DFL Deutsche Fußball Liga has extended the contracts of the Managing Directors of both Bundesliga International GmbH, Peer Naubert, and DFL Digital Sports GmbH, Bastian Zuber. They will continue in their current roles until at least 2028.

Peer Naubert has been working for the DFL Group since 2018. In his role as Managing Director, Peer is responsible for the DFL's international marketing, including the use of audiovisual media rights for Bundesliga and Bundesliga 2 matches, the global distribution of sponsorship and licensing partnerships as well as the implementation of the DFL marketing strategy. Before joining the DFL, the 44-year-old worked 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.

“Despite the challenges of a difficult market, Peer Naubert and his team have been able to compensate remarkably quickly for the coronavirus-related declines in our international marketing in recent seasons and achieve growth,” said Steffen Merkel, DFL CEO and Chairman of the Supervisory Board of Bundesliga International.

“With his expertise, experience and personality, Peer Naubert is a very important building block for our further growth strategy. We are therefore very happy to have him on board.”

Bastian Zuber has been working for DFL Digital Sports GmbH since 2012. At that time, he moved from PricewaterhouseCoopers to the newly founded DFL subsidiary, where he initially served as commercial director and later as director and authorised signatory. Zuber was appointed Managing Director in September 2019. He is responsible for managing web and app content, social media channels and the production of formats for the international product portfolio. Since the beginning of 2024, the 48-year-old digital expert has also been responsible for the DFL's Digital Business Development Directorate, which works closely with DFL Digital Sports to drive forward the conception, evaluation and implementation of digital initiatives and growth projects.

“Digital offerings are an important factor globally in bringing the Bundesliga and Bundesliga 2 closer to the fans,” said Marc Lenz, DFL CEO and Chairman of the Supervisory Board of DFL Digital Sports. “DFL Digital Sports implements our online offerings very well through fan and broadcaster-oriented offerings, which also strengthens the central marketing and growth prospects of the clubs. We look forward to continuing our collaboration with Bastian Zuber as a valued digital expert and to further developing the DFL Group and media offerings together.”

- **Click here to read the news article on dfl.de**
- **Note for editors:**
Here you can find a photo of Peer Naubert (Credit: DFL/Julia Reisinger) and a photo of Bastian Zuber (Credit: DFL) – the images are available for editorial use free of charge.

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