

PRESS RELEASE

## **Bertelsmann Launches Trainee Program for Humanities Scholars**

- **New ‘Creative Management Program’ to prepare participants for management tasks is unique in Germany**
- **20-month rotation across the Group**
- **Now accepting applications; program starts in April 2017**

Gütersloh, September 14, 2016 – Bertelsmann has initiated a unique nationwide trainee program specifically for humanities and social science scholars: With the “Creative Management Program,” the international media, services and education company has created a new opportunity for students to start a management career at the Group.

During the 20-month program, the potential young managers are put in charge of individual projects at Bertelsmann’s German subsidiaries. Rotating placements at Mediengruppe RTL Deutschland, Verlagsgruppe Random House, Gruner + Jahr, BMG and other Bertelsmann divisions give them multifaceted insights into the Group’s businesses and industries. At the same time, the participants acquire economic and entrepreneurial skills in accompanying seminars.

Immanuel Hermreck, CHRO of Bertelsmann, said: “Working for Bertelsmann has never been as exciting as it is today. There are numerous career opportunities for humanities and social science scholars at our company. Our new program is designed to prepare them even better for taking on traditional management positions. Many humanities scholars are excellent communicators and very creative – important skills for potential managers. At Bertelsmann, we believe that management teams that are mixed with regard to gender, age and background always achieve the best results. Accordingly, we are strengthening the diversity of our future management with the ‘Creative Management Program.’”

Top Bertelsmann managers with humanities degrees include Julia Jäkel, CEO of Gruner + Jahr; Bernd Reichart, Managing Director of the TV channel Vox; Ulrich Genzler, Managing Director of Verlagsgruppe Random House; and Fred Casimir, EVP International Repertoire at BMG.

The Bertelsmann “Creative Management Program” is specifically aimed at Masters graduates in the humanities, social sciences, politics, media, language or communications sciences, sociology, and journalism. Interested parties should also have some practical business experience. Applications for the trainee program are now being accepted online or by email until November 13<sup>th</sup>, 2016. The program starts on April 1<sup>st</sup>, 2017.

For more information: [www.creativemanagementprogram.de](http://www.creativemanagementprogram.de)

**About Bertelsmann**

Bertelsmann is a media, services and education company that operates in about 50 countries around the world. It includes the broadcaster RTL Group, the trade book publisher Penguin Random House, the magazine publisher Gruner + Jahr, the music company BMG, the service provider Arvato, the Bertelsmann Printing Group, the Bertelsmann Education Group, and Bertelsmann Investments, an international network of funds. The company has 117,000 employees and generated revenues of €17.1 billion in the 2015 financial year. Bertelsmann stands for creativity and entrepreneurship. This combination promotes first-class media content and innovative service solutions that inspire customers around the world.

For further questions, please contact:

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