

PRESS RELEASE

New Teams for New Topics: **Bertelsmann Gives Corporate Communications A Flexible, Fully Digital Structure**

- **Central editorial unit to handle content and press work**
- **Ongoing development of campaigns and digital platforms**
- **Public Affairs teams in Berlin and Brussels under one management**
- **Close connection between international cultural work and corporate history**

Gütersloh, March 26, 2021 – The agile and digital working methods of Bertelsmann Corporate Communications will be reflected in a new structure from now on. Karin Schlautmann, Head of Corporate Communications at the international media, services, and education company, is reorganizing her department, which is based at the Corporate Center in Gütersloh with additional offices in Berlin and Brussels. In future, four departments will work together, optimally networked, under Schlautmann’s overall responsibility, intensifying and further developing Bertelsmann’s internal and external communications with all international target groups and on all existing and new channels.

Within the new structure, the **Communications Content Team** will have editorial and conceptual responsibility for the Group’s content, messages and news. The new central editorial team’s is charged with creative storytelling about Bertelsmann: innovative, in multiple media and across all formats, for internal and external communications. The team is also the point of contact for international and national media. It is headed by Markus Harbaum.

Besides overseeing the international media, services, and education company’s major campaigns, the **Communications Campaign & Platforms Team** is responsible for the conception, operation and ongoing development of internal and external communications platforms. These include the various Bertelsmann websites as well as the Group-wide intranet, accompanying newsletters, and various apps. The team headed by Ulrich Lünstroth is also responsible for events, corporate design, donations & sponsoring, photo and video production, and tech & data.

The previously separate Public Affairs departments in Berlin and Brussels are being combined under Katrin Gaertner’s management in the **Communications Public Affairs Team**. In her role as supervisor of global public affairs, Gaertner will more closely dovetail the Group’s representation and political communication vis-à-vis policymakers at national and EU level, as well as in key international markets (U.K., U.S.). She and her team will ensure that Bertelsmann can represent its positions effectively and in constructive dialog, for example on strategic regulatory issues such as data and technology or media policy.

The three **Communications Teams Unter den Linden, Corporate History** and **Ricordi** remain pooled under Helen Müller’s management. The historian is responsible for Bertelsmann’s myriad national and international cultural activities, researching and reappraising the company’s history, and all historical archive topics. This includes the Ricordi Archive in Milan, one of the world’s most valuable collections for classical music. She also heads Bertelsmann Unter den Linden 1 in Berlin.

Bertelsmann Corporate Communications will also remain responsible for overarching communications for the **print and services businesses** of the Arvato and Bertelsmann Printing Group (BPG) divisions. This task will continue to be performed by Gernot Wolf.

“The new structure underscores Corporate Communications’ strategic focus and relevance for the Group,” says Karin Schlautmann. “In this way, we ensure an intensive and diverse news flow about Bertelsmann with clear highlights both internally and externally. We will develop new formats, pick up on trends, and fully digitize our communications. We want to be available worldwide, anytime, anywhere. I look forward to working with the new teams and advancing the integration and further development of Corporate Communications.”

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 126,000 employees and generated revenues of €18.0 billion in the 2019 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. Bertelsmann aspires to achieve climate neutrality by 2030. In 2021, Bertelsmann commemorates the 100th birthday of Reinhard Mohn, the Group’s late post-war founder and long-time Chairman & CEO.

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