

ZDF Studios taps ex-All3Media CEO Markus Schaefer to lead company



Germany-based global distributor ZDF Studios, which rebranded from ZDF Enterprises [earlier this year](#), has appointed [Markus Schaefer](#) to the position of president and CEO.

Schaefer (pictured) succeeds [Fred Burcksen](#), who is stepping down from ZDF after more than 26 years. Working with co-director Karoline Meichsner-Sertl when he assumes the role on July 1, Schaefer will be tasked with guiding ZDF Studios GmbH into the future.

Schaefer holds a doctorate in physics and is knowledgeable in corporate development, portfolio management and strategic growth. His industry background includes management positions at All3Media Deutschland GmbH in Munich, where he began working in 2004 before being named chief financial officer in 2010 and CEO in 2014. He is also deputy chairman of the board of the Alliance of German Producers – Film and Television.

"In Markus Schaefer, we have an experienced media manager taking over the management of the ZDF Studios Group. With his knowledge of the industry and strategic skills, he will drive forward the digital development of the group," ZDF director-general Norbert Himmler said in a news release. "I would like to thank Fred Burcksen for his great services to ZDF Studios and his extraordinary commitment to the company. He is handing over a very well-positioned group of companies to his successor."

"As an internationally active and established media powerhouse, ZDF Studios has an excellent reputation and a great deal of creative momentum," Schaefer added. "In this context, continuity, collaboration and sustainable innovation are of central importance. I'm very much looking forward, with the entire team, to opening another chapter in the almost 30-year history of ZDF Studios."