



MARTIN GEISSLER

📍 Weissenfels, Germany

☎ +491735708992

✉ mail@martin-geissler.de

SUMMARY

Transformation-oriented sports manager with 21 years of proven success in leading and strategically developing sports organizations. As CEO of SYNTAINICS MBC since 2008, responsible for comprehensive transformation into the 2025 Bundesliga Cup Winner: budget growth from 600,000 euros to 4.68 million euros, return to the Basketball Bundesliga, first participation in European competition ENBL in 21 years, acquisition of the club's first naming rights partner in its history, shareholder restructuring with integration of strategic investors, founding of the nationally unique Mitteldeutsche Basketball Academy, and acquisition and integration of the traditional women's team Halle Lions – building a nationally almost unique multi-team Bundesliga structure with sporting success at both levels (Men: Cup Winner 2025, Women: Bronze Medal 2024).

In parallel, a formative role in the strategic development of German basketball at the national level: As Vice President of the easyCredit Basketball Bundesliga, founding member of the Sustainability Working Group with development and binding anchoring of the BBL sustainability strategy, as well as accompanying the largest media contract in BBL history with S-Nation Media/Dyn. As Chairman of the Supervisory Board of the Toyota Damen Basketball Bundesliga, driver of the most comprehensive reform in DBBL history with 50 groundbreaking decisions for professionalization, as well as organization of the exclusive media contract with Dyn for sustainable visibility of women's basketball.

Unique combination of operational excellence (multi-team club management), strategic vision (league governance at national and international level), and proven ability to shape complex stakeholder processes – from shareholder restructuring to league reforms to groundbreaking partnerships. Expertise in P&L responsibility, ESG strategy development, media rights negotiations, change management, and sustainable organizational development.

SKILLS

Executive Leadership & Governance

- 17+ years of CEO experience with full P&L responsibility (budget growth: €600k → €4.68 million)
- Parallel leadership roles at club and association level (CEO, Vice President, Supervisory Board Chairman)
- Strategic corporate management through transformation, promotion, and professionalization phases
- Turnaround management and crisis resolution
- Shareholder restructuring and governance modernization

Sports Management & Organizational Development

- Building and leading a nationally almost unique multi-team Bundesliga organization

- Presidium and supervisory board work at national level (BBL, DBBL)
- Reform processes and decision-making (50 DBBL decisions for professionalization)
- Balancing interests between clubs, league, and associations

ESG & Sustainability Management

- Founding member and development of the BBL sustainability strategy
- Anchoring sustainability goals in licensing systems
- UN-SDG alignment and binding standards
- Sustainability-oriented planning and long-term organizational development
- Champion for visibility and investment in women's sports (acquisition of Halle Lions)

(men + women) with 50+ people and sporting success at both levels (Cup Winner 2025, Bronze Medal 2024)

- Strategic squad planning and performance management at the highest competitive level (national and international)
- Successful return and establishment of teams in the highest German league as well as first participation in European competitions (ENBL) in 21 years
- Acquisition and integration of Bundesliga teams (Halle Lions) into existing organizational structures
- Youth development and academy building
- Infrastructure management and match operations

Commercial Excellence & Partnerships

- Continuous revenue growth over 17 years
- Long-term sponsorship acquisition and strategic partner development (naming rights deals, long-term contracts)
- Media rights negotiations and strategic partnerships at national level (largest BBL media contract with S-Nation Media/Dyn, exclusive DBBL media contract with Dyn)
- Event management of national major events (BBL TOP FOUR 2025)
- Brand development and positioning in highly competitive markets
- Commercial diversification

League Governance & System Architecture

- Co-design of league structures and competition formats (ProA/ProB reform)
- Development and implementation of league standards (long-term participation in Standards Working Group)

Lions, DBBL media contract, Bronze Medal 2024)

Stakeholder Management & Representation

- Negotiation leadership at the highest level (politics, associations, sponsors, media)
- Representation of German basketball leagues in national and international bodies
- Building and maintaining strategic networks at club, league, and association level
- Crisis management and conflict resolution in complex multi-stakeholder environments
- Stakeholder engagement for sustainable transformation

Communication & Public Relations

- Academic expertise (Public Relations and Communication Management, University of Leipzig - nationwide #1 ranking) with 21 years of practical application at the highest level
- Crisis communication and reputation management
- Media relations and press strategy
- Internal and external stakeholder communication
- Brand development and positioning
- Public representation at national level
- Promotion of digitalization and reach expansion

EXPERIENCE

CHIEF EXECUTIVE OFFICER / CEO, 04/2008 - Current

Mitteldeutsche Basketball Marketing GmbH, Weißenfels, Germany

Professional men's and women's basketball teams SYNTAINICS MBC (easyCredit Basketball Bundesliga / European North Basketball League & Toyota Damen Basketball Bundesliga)

- Responsible for the comprehensive transformation of the club into the 2025 Bundesliga Cup Winner with budget growth from 600,000 euros to 4.68 million euros over 17 years of continuous development
- Return to the easyCredit Basketball Bundesliga (highest German league) and sustainable establishment of sporting competitiveness
- First participation in European competition in 21 years - qualification and participation in the ENBL (European North Basketball League)
- Full P&L responsibility with strategic financial planning and sustainable budget development
- Acquisition of a long-term first naming rights partner (SYNTAINICS, 7-year contract) - largest sponsorship contract in club history
- Securing long-term sponsorship partnerships and continuous increase in commercial revenues over 17 years of transformation and growth process
- Shareholder restructuring with generational change and integration of two strategic investors for strategic development of commercial areas and securing competitiveness
- Founding of the Mitteldeutsche Basketball Academy gGmbH - nationally unique youth

structure for sustainable success and regional talent development

- Acquisition and integration of the traditional women's team Halle Lions into the overall organization - building a nationally almost unique multi-team Bundesliga structure (men + women) with permanent playoff participation and Bronze Medal 2024
- Personnel responsibility for 15 administrative staff, 28 players (men + women), and 10+ coaches
- Hosting of the BBL TOP FOUR 2025 in Weißenfels - national highlight event with supra-regional impact

VICE PRESIDENT, 09/2021 - Current

***easyCredit Basketball Bundesliga*, Cologne, Germany**

- Member of the Presidium of Germany's leading basketball league with focus on strategic expansion, innovation, and sustainability
- Long-term participation in Standards Working Group for continuous development of league standards
- Founding member of Sustainability Working Group: Development and binding anchoring of the BBL sustainability strategy in licensing (5 UN-SDGs, 15 sub-goals, mandatory sustainability check from 2023/24)
- Accompanying the largest media contract in BBL history: Agreement with S-Nation Media/Dyn over six seasons from 2023/24 with strategic cooperations (BILD, ARD)
- Driving digitalization, fan engagement, and commercial development at league level
- Advising on strategic decisions regarding league structure, competition format, and international positioning
- Promoting cooperation between clubs, league management, and external stakeholders to strengthen competitiveness

MEMBER OF THE SUPERVISORY BOARD, 03/2019 - Current

***easyCredit Basketball Bundesliga*, Cologne, Germany**

- Strategic supervision and governance consulting for Germany's leading basketball professional league with focus on long-term development and sustainability
- Co-design of league-wide guidelines on competition structure, club licensing, and strategic league expansion
- Ensuring strategic alignment between clubs, league management, and external stakeholders
- Advising on topics such as economic sustainability, revenue growth, and innovation in the entire Bundesliga ecosystem

CHAIRMAN OF THE SUPERVISORY BOARD, 04/2024 - Current

***Toyota Damen Basketball Bundesliga*, Hagen, Germany**

- Leading the Supervisory Board of Germany's leading women's basketball league with focus on structural reforms, financial sustainability, and growth
- Driver and organization of the exclusive media contract with Dyn (3 years, DACH region, all games live) - milestone for visibility and professionalization of women's basketball
- Responsibility for strategic repositioning and selection of the Managing Director of DBBL GmbH
- Driver of groundbreaking decisions for fundamental development and professionalization of the league (already as member of the preparatory working group 2023): 50 new standards on infrastructure, youth work, coach qualification, and commercial development
- Driving governance modernization and long-term strategic planning at league level
- Supervision of the transformation of licensing systems, club development, and league standards
- Promoting visibility and investment in women's basketball with media, sponsors, and institutional partners

BOARD MEMBER PRO A, 09/2008 - 07/2009

2. Basketball Bundesliga, Cologne, Germany

- Co-design of the fundamental restructuring of the 2nd Basketball Bundesliga from regional divisions (North/South) to nationwide leagues ProA and ProB - creation of the hierarchical league structure valid today in German basketball
- Participation in fundamental league decisions on structure, compliance, and professional standards
- Coordination and mediation between clubs and league office during the reorganization phase

TEAM MANAGER, 05/2004 - 04/2008

Mitteldeutsche Basketball Marketing GmbH, Weißenfels, Germany

Professional basketball team Mitteldeutscher Basketball Club (1st Regional League and 2nd Basketball Bundesliga)

- Rebuilding the entire organization after the restart of MBC in 2004 - establishment of professional structures and systematic regaining of trust with stakeholders after insolvency
- Responsibility for entire team operations: travel coordination, match planning, equipment, match day operations, as well as player onboarding and international transfers
- Interface between players, coaching staff, and club stakeholders, as well as maintaining contact with league officials, media partners, and sponsors
- Ensuring compliance with league standards and building organizational procedures in the course of professionalization

PRESS OFFICER, 08/2002 - 05/2004

WSF Marketing GmbH, Weißenfels, Germany

Professional basketball team Mitteldeutscher Basketball Club (s.Oliver Basketball Bundesliga and FIBA EUROPE Cup)

- Crisis communication during the insolvency phase 2004 - maintaining media relations and public image in existential club crisis
- Leading all media and public relations work: press communication, media interviews, match day PR operations, as well as creation of press releases, newsletters, and online content
- Building and maintaining strong relationships with local and national media under the most difficult conditions
- Supporting brand building and reputation management through consistent, professional communication

VOLUNTEER EXPERIENCE

Chairman, MBC Mitteldeutscher Basketball Club Weißenfels e.V.
since 2008

ACHIEVEMENTS

- 2004 FIBA EUROPE Cup Champion (Press Officer)
- 2005 Champion 1st Regional League (Team Manager)
- 2009 Champion 2nd Basketball Bundesliga Pro A (CEO)
- 2012 Champion 2nd Basketball Bundesliga Pro A (CEO)
- 2017 Champion 2nd Basketball Bundesliga Pro A (CEO)
- 2024 German Bronze Medal Winner DBBL Championship (CEO)
- 2025 German Cup Winner (CEO)

EDUCATION

University of Leipzig, Leipzig, 2011

Bachelor of Arts: Public Relations and Communication Management, American Studies

Nationwide #1 ranking (newsaktuell/dpa, 2010) - Highly selective program with only 20 study places per year. Interdisciplinary curriculum with focus on strategic communication management, stakeholder relations, and applied research projects with leading companies.

LANGUAGES

