

Press Release

New Management at the Erich Pommer Institut

Katja Bäuerle is the new CEO of the renowned professional training institution.

As of January 1, 2024, Katja Bäuerle has assumed management of the Erich Pommer Institut (EPI). Katja Bäuerle is an internationally renowned producer and manager with decades of experience in production, team leadership, and communication. Bäuerle, who graduated in Business Administration, developed and produced more than 500 successful episodes of mostly daily series in Germany and Australia before moving up to corporate management at UFA. Most recently, she served at UFA as Senior Manager Creative Responsibility, Education & Internal Communications.

Katja Bäuerle on her new role: "Like many aspiring filmmakers in Berlin and Brandenburg, I first encountered the EPI as a seminar participant, as well as a lecturer and client. The quality of their work, a result of the close relationship to latest media research by the Film University Babelsberg as well as to the film and media industry, has always been very convincing to me. I am even more excited to now shape the future of the EPI as a hub for further training and media think tank, thus contributing to a fruitful discourse on future topics of our industry, together with the young and dedicated team on-site."

The President of the Film University Babelsberg KONRAD WOLF, Prof. Dr. Susanne Stürmer, on this appointment: "We are very pleased to have Katja Bäuerle take over the leadership of the EPI. Katja brings extensive industry experience and an excellent network, making her the best fit for leading the EPI to a successful future."

The Erich Pommer Institut (EPI) is one of the leading providers of professional training in the German and European media landscape and an independent industry think tank. With expertise in media law and economics, the EPI supports the process of digital transformation in the media industry through various formats and publications. The EPI was founded in 1998 as an independent non-profit GmbH in Potsdam-Babelsberg and is an institute affiliated with the Film University Babelsberg KONRAD WOLF.

Press photos can be found [HERE](#)

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