
Press release



Nicola Lussana appointed as Chairman of the Management Board and CEO of Seven.One Media

- ProSiebenSat.1 strengthens the management team of Seven.One Media with Nicola Lussana as Chairman of the Management Board and CEO.
- Markus Messerer and Lennart Harendza, in new roles as Chief Operating Officer and Chief Revenue Officer, will ensure continuity and bolster the foundation of a stronger organizational structure of the sales house.
- Leadership changes reinforce Seven.One Media's role as part of a European ecosystem and strengthen the company's presence in the German-speaking region and beyond, supporting the next phase of growth.

Unterföhring, October 28, 2025. The new Executive Board of ProSiebenSat.1 Media SE pushes forward in its efforts to implement a long-term industrial growth strategy and strengthens the management of Seven.One Media GmbH. Effective today, Nicola Lussana, former Managing Director of Publitalia '80, will assume the role of Chairman of the Management Board and CEO of Seven.One Media. Dr. Markus Messerer will assume the role of Chief Operating Officer and Lennart Harendza the role of Chief Revenue Officer. Both will remain in their roles as Managing Directors and, together with the existing leadership team, contribute to shaping the future of the sales house, enhancing market presence and operational effectiveness.

Nicola Lussana has more than 25 years of leadership experience across the media and entertainment industry. He is an established cross-media strategist, with deep expertise in the media world and a proven ability to connect content, data, and commercial strategy across TV, digital, and all media, having served as Managing Director of Publitalia '80, CEO of Mediamond, and member of the Board of Directors at Publieurope. In their new roles, Markus Messerer will be leading the operative business (including the Austrian and Swiss markets), technology and transformation. Lennart Harendza will be overseeing agency and client sales including sales support and creative.

The appointment of Nicola Lussana supports Seven.One Media in driving forward sales activities throughout the German-speaking region and on a European level. By introducing a modern commercial approach for local and international advertisers and media agencies, Seven.One Media will strengthen its position as a strategic and globally relevant player in the market.

Marco Giordani, CEO of ProSiebenSat.1 Media SE: "Nicola Lussana joining Seven.One Media marks an important step in strengthening the company's presence in the German-speaking region and beyond while supporting ProSiebenSat.1's long-term industrial growth strategy. Nicola is a proven expert in his field. Together with Markus Messerer as Chief Operating Officer, Lennart Harendza as Chief Revenue Officer and the outstanding Seven.One Media team, Seven.One Media is ideally positioned to drive forward the next chapter, based on growth and innovation."

Nicola Lussana, Chairman of the Management Board and CEO of Seven.One Media: "It is an honor to be heading the sales house of ProSiebenSat.1 at such a crucial moment for the company. I look forward to working with Markus Messerer and Lennart Harendza and the entire Seven.One Media team. Positioning

our activities in Germany, Austria and Switzerland more closely to a European strategy will help us to extend our reach internationally, provide added value to our customers, and create additional opportunities for growth.”

The strengthening of the management team marks an important step in Seven.One Media’s continued development and reflects ProSiebenSat.1’s commitment to enhancing its market position and adapting to evolving industry dynamics.

Nicola Lussana began his professional career at Accenture before joining Publitalia '80, where he has spent over two decades shaping Italy’s media landscape through various leadership roles. Since 2015, he has served as Managing Director at Media Agencies. In addition to his role, he was appointed CEO of Mediamond in 2023 and joined the Board of Publieurope as a Director in 2021. With more than 25 years in the media industry, Lussana combines deep expertise in advertising with a comprehensive 360° view of the media ecosystem. He holds an engineering degree in Electronics from Politecnico di Milano and a Master in Communication and Marketing from Publitalia '80.

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