
Press release



Supervisory Board appoints Luca Poloni to the Executive Board of ProSiebenSat.1 Media SE as Group Chief Operating Officer

Unterföhring, April 27, 2026. The Supervisory Board of ProSiebenSat.1 Media SE today has appointed Luca Poloni as Group Chief Operating Officer (COO) and member of the Executive Board for a three-year term, effective May 1, 2026. With this appointment, ProSiebenSat.1 is responding to the increasing relevance of technology, digital business models, innovation as well as data and artificial intelligence for the Group's future development. In his role as COO, Luca Poloni will be responsible for Growth & Digital Business, Technology, Data & AI, Content Operations, Distribution and Human Resources.

Luca Poloni joined ProSiebenSat.1 in October 2025, where he has been working closely with Group CEO Marco Giordani on key strategic and operational priorities. This ensures a seamless transition into his new role as COO and enables him to immediately contribute to the execution of ProSiebenSat.1's growth and transformation agenda.

Luca Poloni brings more than 30 years of international leadership experience across technology, innovation, and digital transformation. For the last ten years, he held several senior executive roles within the MFE Group, most recently as Group Chief Technology Officer (CTO) where he was responsible for IT, Digital and Broadcasting Technology. He started his career in the marketing department of a leading FMCG company between Italy and France, before joining a top-tier strategy consulting firm, where he became Partner in 2008. In this role, Luca Poloni advised leading European companies on growth strategies and transformation programs.

Maria Kyriacou, Chairwoman of the Supervisory Board of ProSiebenSat.1 Media SE: "As the transformation of ProSiebenSat.1 advances, innovation, technology and AI are becoming even more critical success factors across the Group. With Luca Poloni, we are bringing exceptional expertise in these fields to the Executive Board. His deep operational experience and strong track record in driving complex transformations will significantly strengthen our ability to execute our strategy with precision and speed."

Marco Giordani, Group CEO of ProSiebenSat.1 Media SE: "Over the past months, we have laid the foundation for the strategic direction of ProSiebenSat.1 – now, our focus is on execution. With Luca Poloni as COO and Bob Rajan as CFO on our Executive Board and Henrik Pabst as Chief Content Officer and Nicola Lussana as CEO Seven.One Media, we have the right leadership team in place to further strengthen operational execution and drive the transformation of ProSiebenSat.1."

Contact

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