



Stefan Schwarzbach from Betzigau, Allgäu Region, Germany

Information & CV



Professional Background

22 November 1969

Married, two sons (17 and 20)



[LinkedIn Profile](#)

Education and Early Career

- Temporary military service (1990–1992)
- University studies in Sports Science and German Studies (1992–1997)
- Research Associate, University of Augsburg (1997–1998)
- Copywriting and concept development, Riedel Advertising Agency (1997–1999)
- Traineeship and Editor, Ski Magazine (1999–2004)

German Ski Association (DSV)

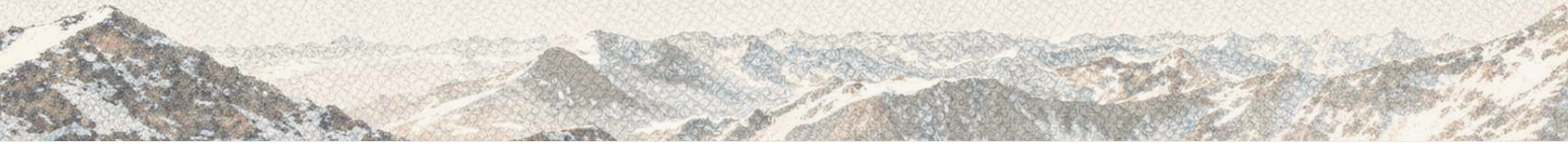
- Press Officer of the German Biathlon National Team (1999–2022)
- Press Officer for Cross-Country Skiing and Nordic Combined (2002–2022)
- Head of Media, German Ski Association since 2004
- Managing Director, DSV Marketing GmbH since 2012
- Board Member, German Ski Association since 2017

Events

- Deputy Press Chief, Biathlon World Championships Oberhof 2004
- Deputy Media Chief, FIS Nordic World Ski Championships Oberstdorf 2005
- Executive Committee Member, Organizing Committee Biathlon World Cup Ruhpolding since 2012
- Media Chief, Biathlon World Championships Ruhpolding 2012
- Executive Committee Member, Organizing Committee Biathlon World Championships Ruhpolding 2012

Additional Engagements

- Co-Founder and Managing Director of the sports marketing agency Triceps (DSV partner agency) since 2007
- Initiator and Board Member of the winter sports initiative “Your Winter – Your Sport” since 2015
- Member of the Media Commission of the German Olympic Sports Confederation since 2020



For more than 25 years, biathlon has been a central part of my professional and personal life. Since 1999, I have worked with the sport in different roles:

- // press and communication
- // federation and event structures
- // media and marketing management
- // close cooperation with athletes, organizers, media and industry partners

This broad perspective has shaped my conviction that effective governance starts with proximity to the reality of the sport.

Media, Visibility and Television as a Core Pillar

The future of biathlon will be shaped both on snow and on screens.

My professional background includes long-standing responsibility for media rights, communication and marketing within German skiing and biathlon structures. This provides a clear understanding of how modern sport is consumed, valued and distributed.

Television remains the central economic and visibility pillar of international biathlon. Its attractiveness and long-term value must remain a strategic priority.

At the same time, the broader media ecosystem must continue to evolve in a coordinated way:

- // stronger athlete visibility
- // compelling storytelling across platforms // modern digital formats
- // targeted engagement of younger audiences // expanded international reach

Media rights today are about reach, relevance and emotional connection across all channels.

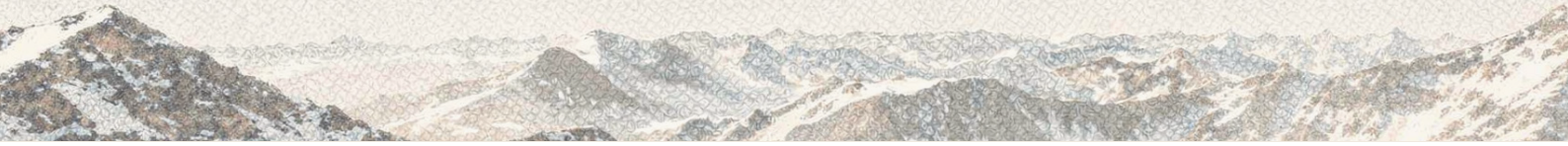
Organizers and Sustainable Event Structures

World-class biathlon depends on world-class event conditions. Organizers are not service providers. They are strategic partners of the sport.

Sustainable development requires reliable frameworks for:

- organizers // teams // broadcasters // sponsors // venues and volunteers

Sustainability, sporting quality and economic viability must be aligned, not treated as competing objectives.



I see an Executive Board role as one of strategic contribution and practical grounding: bringing ideas, connecting stakeholders and supporting the long-term development of the sport. At the same time, governance only works if it strengthens those who deliver operational excellence every day.

The IBU administration operates in a complex international environment with a high level of professionalism, expertise and commitment. This work is the foundation for continuity and implementation.

A strong Board should:

- // provide direction and clarity
- // support and empower the administration
- // contribute experience where it adds value
- // ensure alignment across stakeholders

Leadership in sport is ultimately about cooperation, not distance.

Staying close to the Sport

Biathlon is defined by people: athletes, volunteers, organizers, media, fans and partners. Even in a Board role, I want to remain close to this reality. That means:

- // being present at venues // listening to organizers and volunteers
- // exchanging with athletes and media // understanding the daily reality of the sport

Not for visibility, but for understanding.

Good governance should never lose contact with the snow — or with the people who shape the sport every day. It should also leave room for enjoyment, exchange and the lighter moments that are part of a sport lived with passion.

Sustainable progress will only succeed if we continue to enjoy what we are building together.

Respecting Experience, bringing Perspective

I would like to express my sincere respect for Franz Steinle, whose long-standing contribution, integrity, reliability and deep understanding of the sport has helped shape international biathlon over many years.

My intention is not to replicate existing approaches, but to contribute my own experience while continuing the cooperative and people-centered spirit that is a strength of biathlon.