Björn Bauer graduated in business administration in 2005 from the European Business School (Oestrich-Winkel, Germany).

In 2005, he started his career at the international management consultancy Arthur D. Little and then joined Bertelsmann in 2007, where he held successive positions in Corporate Controlling and Strategy.

In February 2015, Björn Bauer was appointed Head of M&A at the online learning provider Relias in Cary, North Carolina, which Bertelsmann had acquired in November 2014. In September 2015, he was appointed CFO of Relias. After nearly four years in the United States, he returned to Gütersloh in January 2019 as Bertelsmann’s Executive Vice President for Corporate Controlling and Strategy.

In August 2019, he was appointed CFO of RTL Group.