



Political Journalist and Publicist
Chief Reporter Welt TV (2022-2023)

Franca Lehfeldt became known as chief political reporter for RTL magazines and as chief reporter and presenter for the news channel WELT. In 2024, the bestselling author founded her own agency for communication and marketing. Franca Lehfeldt has established an excellent reputation as a high-profile and committed journalist of a new generation.

Franca Lehfeldt (*1989) studied at the Glion Institute of Higher Education in Glion near Montreux in Switzerland after graduating from high school. She holds a Bachelor's degree in International Hospitality Management and Development and Business Administration as well as a Master's degree in Strategic Marketing from the International School of Management. From 2017 to 2018, she attended the RTL School of Journalism and also started her career as a reporter at RTL. She worked for RTL News and reported on events in the Chancellery and Bundestag for RTL news programmes. In 2021, she became chief reporter for politics in the capital city studio of the broadcaster, was often in front of the camera for election campaign coverage in the run-up to the Bundestag elections and conducted interviews with top politicians. She also launched the podcast "Redezeit", in which she discussed federal politics together with RTL journalist Heiner Bremer.

In 2022, Lehfeldt moved to Welt TV as chief political reporter and presenter, where she hosted "Welt am Abend" and the new magazine "Welt Gesundheit", in which she spoke with Prof Dr Hendrick Streeck about everyday medical issues. After leaving Welt TV at her own request at the end of 2023, she continued to work as a freelance publicist and set up her own communications and marketing agency.

In the same year, she published the bestseller "Alte Weise Männer" (Old Wise Men), in which she argues that the women's movement has turned into identity politics that is holding back the progress of equality. The book reached number 4 on the SPIEGEL bestseller list and remained on the non-fiction top 20 list for eleven weeks.

Since 2024, Lehfeldt has been a co-initiator of the networking event "WoMen on top", which is committed to equality and brings together men and women from business, politics and the media. Lehfeldt has been moderating the event since 2022.

Franca Lehfeldt impresses with her professionalism and high level of expertise in a wide range of topics. Charismatic and likeable, she gets to the heart of the issues and is not only convincing as a presenter, but also as a speaker. She contributes to socio-political debates in an ambitious and pointed manner.

