

Press release

New brand: RÖDL as a global trusted partner and trailblazer for companies

Nuremberg, 1 December 2025: The international professional services firm is launching a new brand and a sharpened corporate identity: Rödl & Partner has become RÖDL – clear, powerful and international. The renaming is part of a new brand repositioning. It underscores the firm's commitment to being a trusted partner for our clients at every step of the way and a trailblazer for sustainable growth – through legal advisory, tax consulting, audit & assurance, advisory & IT and business process outsourcing.

“We are ONE firm, ONE team – hence ONE name,” says Prof. Dr Christian Rödl, Chairman of the Management Board. “The new brand reflects what has defined RÖDL since it was founded in 1977 by my father, Dr Bernd Rödl: we advise our clients with foresight and consistent German standards. Personally. Across disciplines. Worldwide.”

Independent and organic growth

RÖDL has been growing continuously and organically for years. Its international presence is based on its own offices and teams, not on networks or franchise models. This structure ensures independence and agility in a dynamic market environment – a strategic advantage for clients and the firm itself.

Clear in purpose, confident in action

With 117 own offices in 50 countries and more than 6,000 employees, RÖDL identifies opportunities early, provides clear recommendations and implements solutions collaboratively – forward-looking and across borders. “This is how we pave the way for the long-term success of our clients – from Mittelstand family businesses to global corporations,” explains Rödl.

The new claim “We pave the way. Worldwide.” sums up this approach. RÖDL stands for independence, internationality and the integration of all areas of expertise under one name.

“We remain true to our roots while boldly moving forward – as a trusted partner and trailblazer with a global mindset and local presence,” emphasizes Birgit Stelling-Schönlein, Partner and Chief Marketing Officer.

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About us

Since 1977, RÖDL has been both trusted partner and trailblazer. Across borders, we deliver solutions that make an impact – through legal advisory, tax consulting, audit & assurance, advisory & IT and business process outsourcing. Future-focused, across disciplines, and from a single source. With a global mindset and strong local presence. By leading the way, we make sustainable success a reality for our clients.

We pave the way. Worldwide.