

Dr. Alexander von Boch



Dr. Alexander von Boch, a German national who was born in 1949, studied economics and business administration in Munich and St. Gallen. After graduating in Switzerland, he completed his doctorate in Innsbruck.

Following his doctorate, Dr. Alexander von Boch started his professional career at Villeroy & Boch in 1978. During the following years, he managed a production hall containing the company's first fast-fire kiln in Merzig, the Berlin branch of the company and also the project business in the tiles and sanitaryware division. In 1986/1987 he worked at the company Benckiser, Ludwigshafen, in the area of international marketing communication, before taking over central product management in the tiles division at Villeroy & Boch and, most recently, working as Art Director in the tiles division.

Since 1994, Dr. Alexander von Boch has given lectures at home and abroad on the topics of marketing, trends, creativity, design, innovation and tradition.

Since 2008, he has been a member of the supervisory board of Villeroy & Boch AG.

He is also a member of the board of trustees of the Saarbrücken union foundation (Unionsstiftung Saarbrücken), whose goal, in addition to democratic education, is above all international understanding and the promotion of science, research and culture. He is also a member of the board of trustees of the museum of applied art (Museum Angewandte Kunst) in Frankfurt.