



**Dr Alexander von Boch-Galhau**



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

Following his doctorate, he started his career at Villeroy & Boch in 1978. After training at various production sites and branches in Germany and abroad, he was appointed as manager of a production hall in Merzig with the Group's first fast-firing kiln. He then worked in sales in the area of tiles and was responsible for the project business of the Tiles and Sanitary Ware Divisions. In 1986/87, he worked in international market coordination in the branded products division of Benckiser in Ludwigshafen.

In his subsequent career with Villeroy & Boch as Head of Central Product Management and, most recently, Art Director of the Tiles Division, Dr von Boch-Galhau initiated successful series and classics such as Pro Architectura. As the bathroom increasingly evolved from a wetroom into a living space with sophisticated design, he intensified the dialogue with creative personalities including Wolfgang Joop, Paloma Picasso and Kenzo. His time in charge saw partnerships with renowned designers, architects and design colleges.

As a consultant and speaker, Dr von Boch-Galhau shares his expertise in the areas of marketing, trends, design and creativity with companies, architects, developers, dealers and students in Germany and abroad.

He is a member of the Board of Trustees of the Union Foundation, Saarbrücken, whose primary aim in addition to democratic education is to foster 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 in Frankfurt am Main.

He is married and has two daughters.

He has been a member of the Supervisory Board of Villeroy & Boch AG since 2008. From 2018 to 2020, he was Second Deputy Chairman until he was elected Chairman of the Supervisory Board of Villeroy & Boch AG in January 2020. In March 2021, he handed over his position as Chairman to Andreas Schmid and has been Second Deputy Chairman of the Supervisory Board again since then.