

Alexander Wilhelm

Chief Operating Officer (COO) of Universal Art Group

Alexander Wilhelm has more than 30 years of experience in publishing, marketing, international business development and cultural management. As COO of Universal Art Group, he is responsible for the Group's operational management and international development.

After studying History and Art History at the Karl-Franzens-Universität Graz, he began his career in the publishing industry. He gained his first international experience with Faksimile Verlag Luzern in Switzerland before taking on senior roles in marketing and sales at Akademische Druck- und Verlagsanstalt Graz. Alongside his professional career, he further developed his commercial expertise through studies in Marketing at Campus 02 Graz.

In the years that followed, Wilhelm held senior positions in marketing and communications agencies, while also establishing himself as a management consultant specialising in internationalisation, sales and brand development. Since 2010, he has been Managing Partner of the consultancy fabco Ltd., which advises international publishers and cultural enterprises.

Since 2014, he has served as Vice President International Marketing and Business Development at Müller & Schindler, where he is responsible for international business development. He also lectures at university level in History and Cultural Management. With his extensive expertise in strategy, sales and corporate development, he is one of the key architects of Universal Art Group's growth.