



Franz-Xaver Strüby
Chairman Board of Directors Schwyz Tourismus AG

Franz-Xaver Strüby, 53, has chaired Schwyz Tourismus as President since 2013. He has been an independent management consultant since 2015 and advises companies in operational and strategic functions. He previously held various management positions in companies, most recently as CEO of the internationally operative Garaventa Lift Group for seven years.

Franz-Xaver Strüby holds a Bachelor's degree in Mechanical Engineering from the Lucerne University of Applied Sciences and Arts and a Master's degree in Public Economics and Business Administration from the University of Fribourg. He has over 20 years of professional experience in management consulting, industry, trade and tourism (mountain railways and tourism organisations).

Franz-Xaver Strüby is married and has one daughter. As a militia officer of the Swiss Army, he last served as Colonel General Staff as Deputy Commander of an infantry brigade.