

Tanja Pichler

Tanja was born on April 19, 1979 in Bolzano. She is an entrepreneur, married and the mother of four children.

After graduating from high school, she completed a master's degree in industrial engineering - civil engineering at the Technical University of Graz (A) and then began her professional career in the family-owned company Stahlbau PICHLER in 2005.

Here she works in a wide variety of departments, continues to grow in her tasks, finally moving to Switzerland and taking over the management and development of the Swiss market for the family business and in 2019 the responsibility for another subsidiary, Mauchle Stahlbau AG in Sursee (CH)

At the request of the company management, Tanja is returning from Switzerland to the company's headquarters in Bolzano. Here she will now become an active member of the board of directors and will be responsible for the new branding of Stahlbau PICHLER in PICHLER projects and the entire communication concept of the family business.

Since 2020, Tanja has increasingly noticed that our society and our environment are changing and feels the urgent need to adapt the family business to this change and advocates structural changes and a generational change.

But with her desire for change, she feels increasingly alone on the board of directors of the family business and ultimately feels that she cannot change others, but only herself.

In 2024, Tanja will end her work on the board of directors of PICHLER projects, hand over all her operational tasks to internal employees and leave the company. She will remain a shareholder in the family business but will decide to follow her own path from now on.

The future is now. Today we must take the paths to achieve our goals of tomorrow and the safest way is to go together, not alone, Tanja will continue to believe that.

She continues to develop in her freedom, she develops an even deeper awareness of the importance of interpersonal relationships and from now on works with people who make her feel safe just as she is and for different projects and companies that give her fun and joy. She values her independence, knows how lucky she is and feels social responsibility and the urge to work for equal opportunities and a good life for all.

Being part of a project team, being creative with one another and finding the best solution together is something that Tanja sees herself in, because her greatest talent is bringing the right people together and inspiring them to work towards a common goal.

The power of love, the energy of her children, the silence and movement in nature, the exchange with people on socially relevant topics, technology as the initial spark for creative solutions of our time, the lasting expression of design and architecture, the freedom of opinion and art and the passion for great challenges inspire Tanja and shape her life.