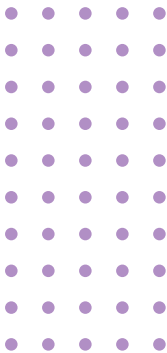




GUILLAUME ALVAREZ

**Président Steelcase SAS et
Vice-Président-EMEA Steelcase**



Appointed to the role of **Senior Vice President**, **EMEA** in November 2011, Guillaume Alvarez is responsible for Steelcase's sales activities in Europe, Middle East and Africa.

Previously, he was Vice President of Global Client Collaboration, where he managed the company's refreshed approach to delivering unique value to its customers through a consistent structure and process.

Prior to that, he was Vice President of Global Alliances, which include overseeing Steelcase's largest strategic global accounts and having responsibility for the sales teams for Vertical Markets, Applied Research and Architecture & Technology.

He was also Vice President of sales for the Central Region of Steelcase North America, overseeing all sales activity in his region, one of four in the United States.

Other roles he has held at Steelcase include President, Latin America, Asia Pacific and Middle East where he was the head of all sales, marketing and dealer development efforts in those regions; Director, International Marketing; General Manager, Middle East, Africa & India; Vice President, United Kingdom, Eire, Benelux & Latin America for Steelcase International, responsible for all aspects of sales and marketing in these countries, as well as dealer development for all markets outside of North America.

Guillaume Alvarez is an Executive Officer at Steelcase, a globally integrated company, and serves on multiple external boards such as Bayern Design in Munich, the Peter Drucker Society in Vienna and the European Executive Council in Paris.

French citizen, born in Pakistan, Guillaume Alvarez studied Marketing and Sociology at the University of Paris.