



GRÉGORY BOUCHARLAT

Senior Vice President
Global Commercial

Grégory Boucharlat is Senior Vice President, Global Commercial for The Goodyear Tire & Rubber Company. Assuming this role in 2025, Boucharlat provides strategic coordination of the Commercial tire business, including the integration of Tires-as-a-Service operations into Commercial business offerings.

Having joined Goodyear in 1994 as a sales representative for truck tires, Boucharlat has since held various leadership roles throughout the company, including leading the Fleet & Retread business in Europe and his previous role as Vice President, Tires-as-a-Service.

Boucharlat studied Economics and Social Administration at the University Lyon III, in addition to completing trainings in Marketing, Finance and Commercial Business Unit Management at HEC Paris.