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Herbert Paierl (born May 26, 1952 in Prebensdorf , Styria) is an Austrian manager /entrepreneur and former politician (ÖVP) . From 1996 to 2004 he was Styrian State Minister for Economy, Finance and Europe.

Paierl comes from Eastern Styria and graduated in 1970 in Gleisdorf . He then studied regional planning , spatial planning and energy management at the Vienna University of Technology . After working on various research projects, he became a member of staff in 1981 (later head of cabinet) in the office of the Styrian governor Josef Krainer junior ; a function that he held until 1993. From 1993 to 1996 he was CEO of the energy provider STEWEAG (today Energie Steiermark). In 1996, he was in the regional government Klasnic I State Minister for Economy and Europe, in the government Klasnic II from 2000 on , he also took over the Finance Department. On his initiative, the introduction of the cluster strategy in the Styrian economic policy (car cluster, wood cluster) goes back.

Since 2004 he is self-employed as a management consultant and investor , from 2004 to 2005 and from 2009 to 2012 he worked in the Magna Group of Frank Stronach , lived in Canada (area of Toronto). In October 2007 he was elected president of the "Management Club Austria" and since 2017 he is president of Austrian Photovoltaic Association.

Since 2017 he is as the main shareholder of PLB Energy GmbH an independent photovoltaic power developer and producer (500 MWp under contract).

He is member of several advisory boards, e.g. at Vienna International Airport.

Paierl is married for the second time, from his first marriage he has one adult daughter and one adult son.