

JUAN-BERNARDO RIVERO

Business Development

Chemin des Tuilières 9, 1028 Préverenges • Phone: +41 76 690 2605 • Email: juan.bernardor@proton.me •
Linkedin: [linkedin.com/juanbernardorivero/](https://www.linkedin.com/juanbernardorivero/)
Nationality: Swiss • Mobility: Willing to relocate

Profile

Results-driven, tech-savvy business professional with over 15 years of experience in business development across various industries. Proven track record in project management, negotiation, and communication. Trilingual with solid international experience, adaptable to multicultural and fast-paced environments.

Core Skills

★ Transaction Execution

- Acquired new accounts through consultative selling.
- Managed full sales cycle from lead generation to deal closing.

★ Valuation & Modeling

- Developed SGR's Go-To-Market Strategy for financial services in Spain.
- Conceptualized strategy to diversify lead generation channels.

★ Dealwork & Coordination

- Led company's digital transformation project.
- Cross-collaborated with marketing to integrate product information.

★ Commercial & Sector

- Built relationships with financial institutions and high-net-worth investors.
- Developed international multi-sourcing strategies.

★ Tools

- Proficient in CRM tools like HubSpot and SAP.
 - Advanced skills in MS Office Suite and project management tools.
-

Experience

SGR Compliance S.A. • Business Development Specialist AML/CTF • Lugano, CH • 2022 - 2023

- Acquired new accounts through consultative selling.
- Developed a sales pipeline and initiated relationships with partners.

Prime Equity Financial Corporation • Business Development Manager • Florida, USA • 2019 - 2021

- Built relationships with financial institutions and HNW investors.
- Successfully introduced and implemented new sales initiatives.

Swissxer S.A. • Head of Global Trading Operations and Business Development • Geneva, CH • 2014 - 2017

- Managed trade flow of commodities and specialized machinery.
 - Developed international multi-sourcing strategies.
-

Earlier Experience

Import/Export Manager • Swissxer S.A. • Geneva, CH • 2010 - 2014

Handled commercial import/export documentation and maintained supplier relationships.

Market Analyst • Japan Tobacco International (JTI) • Lausanne, CH • 2008 - 2010

Managed industry data collection and analysis, monitoring sales performance.

Education

MBA Financial Valuation and Investment Management • Lynn University • USA • 2017-2020

Executive Ed • Harvard • USA • 2014

Business Information Systems • HEC Lausanne • CH • 2004-2006

Certifications

- Certified Project Management Associate IPMA® Level D, IPMA 2023
 - IBM Data Science Professional Certificate, IBM 2024
-

Languages

English - Bilingual/Near-native • French - Bilingual/Near-native • Spanish - Bilingual/Near-native

Technical & Tools

Excel (advanced: data analysis and modeling) • PowerPoint • Python (pandas, Matplotlib) • SQL • HubSpot, SAP

Affiliations

Committee Member – Innoboard, InnoPark Suisse • Swiss EdTech Collider, EPFL Innovation Park

Interests

Sustainability • Technology and innovation