

# JUAN-BERNARDO RIVERO

## Business Development Specialist

Chemin des Tuilières 9, 1028 Préverenges • Phone: +41 76 690 2605 • Email: [juan.bernardor@proton.me](mailto:juan.bernardor@proton.me) •

Linkedin: [linkedin.com/juanbernardorivero/](https://www.linkedin.com/juanbernardorivero/)

Nationality: Swiss • Mobility: Willing to travel across the region

### 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 relationship building. 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 Go-To-Market strategies for financial services.
- Conducted market analysis and designed tailored strategies.

#### ★ Dealwork & Coordination

- Led digital transformation projects to diversify lead generation.
- 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, including Excel and PowerPoint.
- 

### Experience

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

- Developed sales pipeline and initiated relationships with partners.
- Delivered presentations of SGR's DaaS and SaaS solutions.

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

- Introduced and implemented new sales initiatives.
- Monitored execution of activities, measuring campaign results.

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

- Managed trade flow of commodities and specialized machinery.
  - Developed and managed buyer and supplier relationships.
- 

### Earlier Experience

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

Handled commercial import/export documentation and maintained supplier relationships.

Export Manager • Nidecker S.A. • Rolle, CH • 2008 - 2010

Managed Purchase Orders and coordinated shipping and customs processes.

Market Analyst • Japan Tobacco International (JTI) • Lausanne, CH • 2007 - 2008

Managed industry data collection and analysis to monitor sales performance.

Analyst • Merrill Lynch • Florida, USA • 2001 - 2003

Developed relationships with clients and managed industry data collection.

---

## 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

BBA Management • Lynn University • USA • 1998 - 2002

High School Diploma • Valley Forge Military Academy • USA • 1994 - 1997

---

## 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 • Italian - Intermediate

---

## Technical & Tools

Excel (advanced: data analysis, modeling) • PowerPoint • Python (pandas, Matplotlib) • SQL • Bloomberg Terminal

---

## Affiliations

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

---

## Volunteering

Committee Member – Innoboard, InnoPark Suisse

---

## Interests

Sustainability • Technology • Calisthenics • Fitness