# JUAN-BERNARDO RIVERO

## Business Development

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Nationality: Swiss • Mobility: Open to relocation

## 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, data analysis, and strategic negotiation. 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 sales pipeline and Go-To-Market strategies.
- Created data-driven strategies for market analysis.

### ★ Dealwork & Coordination

- Led cross-functional teams in digital transformation projects.
- Coordinated with marketing for product integration.

### ★ Commercial & Sector

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

### ★ Tools

- Excel (advanced: data analysis and visualization)
- CRM tools: HubSpot, SAP

## Experience

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

- Developed SGR's Go-To-Market Strategy for the financial services market in Spain.
- Delivered presentations and demonstrations of SGR's DaaS and SaaS solutions.

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

- Successfully introduced and implemented new sales initiatives.
- Monitored and managed execution of activities, reporting on 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 relationships with buyers and suppliers.

## Earlier Experience

Market Analyst • Japan Tobacco International (JTI) • Lausanne, CH • 2010 - 2014

Managed industry data collection and analysis, monitored sales performance, and developed reporting templates.

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

Developed relationships with small and middle market companies, managed data collection and analysis.

## 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

## 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 visualization) • PowerPoint • Python • SQL • CRM tools: HubSpot, SAP

## Affiliations

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

## Interests

Sustainability • Technology • Fitness