

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 travel extensively

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 data analysis. 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.
- Prepared insightful sales performance reports for management.

★ Dealwork & Coordination

- Coordinated sales-related activities including product presentations and promotions.
- Cross-collaborated with marketing for product integration.

★ Commercial & Sector

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

★ Tools

- Proficient in MS Office (Excel, PowerPoint, Word) for data analysis.
 - Experienced with CRM tools like HubSpot and SAP.
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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 SaaS and DaaS solutions to prospective customers.

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

- Successfully introduced and implemented new sales initiatives.
- Monitored and managed execution of activities by 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 relationships with a worldwide network of suppliers.
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Earlier Experience

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

Handled commercial import/export documentation and maintained relationships with suppliers and vendors.

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

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

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
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Languages

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

Technical & Tools

Excel (advanced: data analysis and reporting) • PowerPoint • Python • SQL • HubSpot

Affiliations

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

Interests

Sustainability • Technology • Fitness