

# JUAN-BERNARDO RIVERO

## Business Development

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: 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, negotiation, and communication. Trilingual with solid international experience, adaptable to multicultural and fast-paced environments.

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## Core Skills

### ★ Transaction Execution

- Acquired new accounts through consultative selling, increasing client base by 30%.
- Managed full sales cycle from lead generation to deal closing, achieving a 25% increase in revenue.

### ★ Valuation & Modeling

- Developed SGR's Go-To-Market Strategy for financial services in Spain, enhancing market penetration.
- Conducted market analysis to identify growth opportunities in the SaaS and DaaS sectors.

### ★ Dealwork & Coordination

- Successfully negotiated and managed large-scale contracts, mitigating risks and ensuring compliance.
- Led cross-functional teams to execute digital transformation projects, improving operational efficiency.

### ★ Commercial & Sector

- Built and developed relationships with financial institutions and high-net-worth investors.
- Developed international multi-sourcing strategies for commodities and specialized machinery.

### ★ Tools

- Proficient in CRM/ERP systems including HubSpot and SAP.
  - Advanced skills in MS Office Suite, including Excel and PowerPoint.
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## 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 and prospective customers.

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

- Built relationships with financial institutions and high-net-worth investors.
- Conceptualized strategy to diversify lead generation channels, increasing leads by 40%.

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

- Responsible for trade flow of commodities and specialized machinery.
  - Developed international multi-sourcing strategies, enhancing supply chain efficiency.
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## Earlier Experience

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

Managed import/export documentation and ensured compliance with regulatory standards.

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

Managed industry data collection and analysis to optimize sales performance.

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## 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

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## **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

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## **Technical & Tools**

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

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## **Affiliations**

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

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## **Volunteering**

Committee Member – Innoboard, InnoPark Suisse

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## **Interests**

Sustainability • Technology • Calisthenics • Fitness