

# JUAN-BERNARDO RIVERO

## Business Development Specialist

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Nationality: Swiss • Mobility: Willing to travel as needed

### Profile

Results-driven, tech-savvy business professional with over 15 years of experience in business development and project management. Proven track record in data analysis, negotiation, and communication within multicultural environments. Trilingual (English, French, Spanish) with solid international experience.

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### Core Skills

#### ★ Transaction Execution

- Acquired new accounts through consultative selling, increasing client base by 30%.
- Managed full sales cycle, achieving a 25% increase in deal closures.

#### ★ Valuation & Modeling

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

#### ★ Dealwork & Coordination

- Led company's digital transformation project, improving operational efficiency by 40%.
- Collaborated with marketing to integrate product information, enhancing sales initiatives.

#### ★ Commercial & Sector

- Built relationships with financial institutions and high-net-worth investors, driving revenue growth.
- Developed international multi-sourcing strategies for commodities trading.

#### ★ Tools

- Proficient in Salesforce, MS Office Suite, and various CRM/ERP systems.
  - Experienced in using Python and SQL for data analysis and reporting.
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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 and developed relationships with financial institutions and high-net-worth investors.
- Successfully introduced and implemented new sales initiatives.

**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.
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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 monitor sales performance.

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### Education

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

Executive Education • 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
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## **Languages**

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

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## **Technical & Tools**

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

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## **Affiliations**

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

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## **Volunteering**

Mentor for local startups in business development strategies. • Volunteer at community tech workshops.

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## **Interests**

Sustainability initiatives • Reading about technology trends