

Juan-Bernardo  
RIVERO



CONTACT

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PERSONAL DETAILS

Born August 22<sup>nd</sup>, 1979  
Swiss  
Driver License

EDUCATION

**MBA Financial Valuation and Investment Management**, Lynn University 2017-2020. FL/USA  
  
**Executive Ed**, Harvard 2014. MA/USA  
  
**Business Information Systems**, HEC Lausanne 2004-2006. CH  
  
**BBA Management**, Lynn University 1998-2002. USA  
  
**High School Diploma**, Valley Forge Military Academy 1994-1997. USA

CERTIFICATIONS

**Certified Project Management Associate IPMA® Level D**, IPMA 2023  
  
**IBM Data Science Professional Certificate**  
IBM 2024

Business Development

Target Sector: SaaS, DaaS

Results-driven, tech-savvy business professional with over 15 years of experience across several industries. Solid experience in business development. Proven track record in project management, data, analysis, organization, negotiation, and communication. Adaptable to multicultural, entrepreneurial, and fast-paced environments. Trilingual (EN/FR/ES) with solid international experience.

EXPERTISE

Project Management

- Strategic planning and execution
- Stakeholder engagement and communication
- Integrating new technologies into project workflows
- Cross-cultural competency and inclusivity

Business Development

- Market analysis and segmentation
- Prospection and lead generation
- Data-driven strategies
- Business Proposals

Negotiation

- Emotional intelligence
- Problem-solving
- Adaptability
- Cultural awareness

PROFESSIONAL EXPERIENCE

<b>Business Development Specialist AML/CTF</b> SGR Compliance S.A., Lugano CH	2022 - 2023
<ul style="list-style-type: none"><li>- Acquired new accounts through consultative selling.</li><li>- Developed a sales pipeline and initiated relationships with partners and prospective customers.</li><li>- Directly managed full sales cycle (from lead generation to deal closing).</li><li>- Developed SGR's Go-To-Market Strategy for the financial services market in Spain.</li><li>- Attended industry events and online webinars.</li><li>- Delivered presentations and demonstrations of the SGR's DaaS and SaaS solution to prospective customers and potential partners.</li></ul>	
<b>Business Development Manager</b> Prime Equity Financial Corporation, Florida USA (CDD)	2019 - 2021
<ul style="list-style-type: none"><li>- Built and developed relationship with financial institutions.</li><li>- Built and developed relationship with HNW and UHNW real estate's investors.</li><li>- Conceptualized strategy to diversify lead generation channels.</li><li>- Successfully introduced and implemented new sales initiatives.</li><li>- Monitored and managed the execution of activities by measuring and reporting on activity and campaign results.</li><li>- Cross collaboration with marketing to facilitate proper integration of product information.</li><li>- Led company's digital transformation project.</li></ul>	
<b>Head of Global Trading Operations and Business Development</b> Swissxer S.A., Geneva CH	2014 - 2017
<ul style="list-style-type: none"><li>- Responsible for trade flow of commodities (agricultural, metals and minerals), and specialized machinery and equipment for the steel and oil industry.</li><li>- Developed international multi-sourcing strategies.</li><li>- Built-up, developed and managed buyer and supplier relationship.</li></ul>	

## LANGUAGES

English: Bilingual/ Native  
French: Bilingual/ Native  
Spanish: Bilingual/ Native  
Italian: Intermediate

## PROGRAMMING LANGUAGES

Python, SQL

## CRM / ERP

Abacus, Shape, HubSpot, SAP

## PRODUCTIVITY & MANAGEMENT

MS Office (Word, Excel, PowerPoint), Outlook, Project, Slack, Miro, Jira, Trello, Generative AI

## VOLUNTEERING

Committee Member –  
Innboard, InnoPark Suisse

## ORGANIZATIONS

Swiss EdTech Collider, EPFL Innovation Park

FAU Tech Runway, Florida Atlantic University

## INTEREST & HOBBIES

Sustainability, reading, technology, calisthenics, fitness, boarding sports

## KEYWORDS

Sourcing, Procurement, Supplier Relationship Management, Project Management, Negotiation, Commodities

- Mitigated credit and performance risk in relation to suppliers and customers (L/Cs).
- Managed multiple complex international projects.
- Ensured highest standards and compliance in the handling and shipment of goods from supplier to customer, often including storage activities.
- Negotiated and managed large-scale contracts.
- Led teams up to four direct report and cross-functional and international teams with over eight members.
- Developed and managed relationship with a worldwide network of carriers, storage, and logistics partners in key strategic hubs.
- Maintained constant and effective communication with suppliers, vendors, buyers, and other related stakeholders.

### Import/ Export Manager

Swissxer S.A., Geneva CH

- Handled commercial import/export documentation
- Collected Purchase Order confirmations, tracked orders and ensured on-time deliveries
- Collected RFXs responses
- Maintained relationship with established suppliers, vendors, and cargo shippers
- Worked closely to sourcing teams to ensure and maintain regulatory compliance on all associated activities.
- Made recommendations to improve procurement and trade processes

2010 - 2014

### Export Manager

Nidecker S.A., Rolle CH

- Balanced capacity and demand coming from the DRP
- Managed Purchase Orders in ERP
- Contributed actively in the Sales & Operating Planning (S&OP)
- Supplied to distributors in over 36 countries
- Worked in close cooperation with production units in China, Taiwan, Tunisia, R&D and Sales in Switzerland
- Ensured completeness and correctness of export documentation
- Coordinated shipping, delivery and customs process with international agents, shipping lines and carriers
- Developed partnership and managed relationship with distributors and freight carriers worldwide

2008 - 2010

### Market Analyst

Japan Tobacco International (JTI), Lausanne CH

- Managed the industry data collection and analysis.
- Monitored sales performance VS target and pro-actively propose corrective measures if faced with sales gap.
- Developed standard reporting templates, monitored market and competitive activity, and identified key trends.
- Ensured cooperation with sales team in different markets to optimize feedback related to the product.

2007 - 2008

### Analyst

Merrill Lynch, Florida USA

- Regular telephone contact with clients.
- Developed relationship with small and middle market, public and private US based companies.
- Ad hoc reports.
- Managed administrative process.
- Managed the industry data collection and analysis.

2001 - 2003

