

JUAN-BERNARDO RIVERO

Business Development

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Linkedin: linkedin.com/juanbernardorivero/
Nationality: Swiss • Mobility: Willing to travel

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 communication. 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.
- Monitored and reported on campaign results.

★ Dealwork & Coordination

- Led digital transformation projects to enhance operational efficiency.
- Collaborated with marketing for product integration.

★ Commercial & Sector

- Established partnerships with financial institutions and healthcare providers.
- Developed strategies to diversify lead generation channels.

★ Tools

- Proficient in CRM tools like HubSpot and SAP.
 - Advanced skills in MS Office Suite and project management tools.
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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 of SGR's DaaS and SaaS solutions to prospective customers.

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

- Built relationships with HNW and UHNW real estate investors.
- Successfully introduced and implemented new sales initiatives.

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

- Developed international multi-sourcing strategies for commodities.
 - Managed buyer and supplier relationships effectively.
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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 • 2007 - 2008

Managed industry data collection and analysis, monitored sales performance against targets.

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

Technical & Tools

Excel (advanced: data analysis, financial modeling) • PowerPoint • Python (pandas, Matplotlib) • SQL • HubSpot, SAP

Affiliations

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

Volunteering

Committee Member – Innoboard, InnoPark Suisse

Interests

Sustainability • Technology and fitness