

# JUAN-BERNARDO RIVERO

## Business Development Specialist

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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 (English, French, Spanish) 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 sales.

#### ★ Valuation & Modeling

- Developed Go-To-Market strategies for SaaS and DaaS solutions, resulting in successful launches in Spain.
- Conducted market analysis and segmentation to identify growth opportunities.

#### ★ Dealwork & Coordination

- Led cross-functional teams in digital transformation projects, enhancing operational efficiency by 40%.
- Negotiated large-scale contracts, mitigating risks and ensuring compliance.

#### ★ 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

- Developed a sales pipeline and initiated relationships with partners, increasing market penetration.
- Delivered presentations of SGR's DaaS and SaaS solutions to prospective customers.

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

- Successfully introduced new sales initiatives, resulting in a 20% increase in lead generation.
- Led the company's digital transformation project, enhancing customer engagement.

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

- Managed trade flow for commodities, ensuring compliance and risk mitigation.
  - Developed and managed relationships with a worldwide network of suppliers and buyers.
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### Earlier Experience

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

Handled commercial import/export documentation and maintained supplier relationships, ensuring timely deliveries.

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

Managed industry data collection and analysis, monitoring sales performance and proposing corrective measures.

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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

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 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 for community tech workshops.

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## **Interests**

Sustainability initiatives • Reading about technology trends • Fitness and calisthenics