

# 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: Willing to relocate

## 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. Adaptable to multicultural and fast-paced environments, with solid international experience.

---

## Core Skills

### ★ Transaction Execution

- Managed full sales cycle from lead generation to deal closing, achieving a 30% increase in new accounts.
- Developed and executed Go-To-Market strategies for financial services, enhancing market penetration.

### ★ Valuation & Modeling

- Conducted market analysis and segmentation to identify growth opportunities.
- Utilized data-driven strategies to optimize business proposals and increase conversion rates.

### ★ Dealwork & Coordination

- Led cross-functional teams in digital transformation projects, improving operational efficiency by 25%.
- Negotiated large-scale contracts, mitigating risks and ensuring compliance.

### ★ Commercial & Sector

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

### ★ Tools

- Proficient in CRM/ERP tools such as HubSpot and SAP.
  - Advanced skills in MS Office Suite, including Excel and PowerPoint.
- 

## Experience

**SGR Compliance S.A.** • Business Development Specialist AML/CTF • Lugano, CH • 2022 - 2023

- Acquired new accounts through consultative selling, increasing client base by 40%.
- Delivered presentations and demonstrations of SaaS and DaaS solutions to prospective customers.

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

- Successfully introduced new sales initiatives, resulting in a 20% revenue increase.
- Monitored and reported on campaign results, optimizing lead generation strategies.

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

- Developed international sourcing strategies, enhancing supplier relationships.
  - Managed trade flow of commodities, ensuring compliance and risk mitigation.
- 

## Earlier Experience

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

Handled commercial import/export documentation and maintained supplier relationships, improving delivery timelines.

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

Managed industry data collection and analysis, optimizing sales performance reporting.

---

## 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

---

## **Certifications**

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

## **Languages**

English - Bilingual/Native • French - Bilingual/Native • Spanish - Bilingual/Native • Italian - Intermediate

---

## **Technical & Tools**

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

---

## **Affiliations**

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

---

## **Interests**

Sustainability • Technology • Fitness