

# JUAN-BERNARDO RIVERO

## Business Development

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Nationality: Swiss • Mobility: Willing to relocate

## Profile

Results-driven, tech-savvy business professional with over 15 years of experience in business development and project management. Proven track record in negotiation, data analysis, and stakeholder engagement. Trilingual 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 revenue by 30%.
- Managed full sales cycle from lead generation to deal closing.

### ★ Valuation & Modeling

- Developed SGR's Go-To-Market Strategy for financial services in Spain.
- Conceptualized strategies to diversify lead generation channels.

### ★ Dealwork & Coordination

- Led company's digital transformation project, enhancing operational efficiency.
- Coordinated cross-functional teams to ensure project alignment and success.

### ★ Commercial & Sector

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

### ★ Tools

- Proficient in MS Office Suite, CRM tools (HubSpot, SAP), and project management software (Jira, Trello).
  - Experienced in Python and SQL for data analysis.
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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.

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

- Built 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

- Managed 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

Handled commercial import/export documentation and maintained relationships with suppliers.

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

Managed industry data collection and analysis, optimizing sales performance.

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## 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

## **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, modeling) • PowerPoint • Python (pandas, Matplotlib) • SQL • Bloomberg Terminal

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## **Affiliations**

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

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## **Interests**

Sustainability • Technology