

JUAN-BERNARDO RIVERO

Business Development

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Nationality: Swiss • Mobility: Driver License

Profile

Results-driven, tech-savvy business professional with over 15 years of experience across several 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

- Acquired new accounts through consultative selling.
- Managed full sales cycle from lead generation to deal closing.

★ Valuation & Modeling

- Developed SGR's Go-To-Market Strategy for financial services in Spain.
- Conducted market analysis and segmentation for strategic initiatives.

★ Dealwork & Coordination

- Built and developed relationships with financial institutions and investors.
- Led digital transformation projects to enhance operational efficiency.

★ Commercial & Sector

- Developed international multi-sourcing strategies for commodities.
- Monitored and managed execution of activities, reporting on results.

★ Tools

- Proficient in SQL and data mapping.
 - Experienced with CRM/ERP systems including HubSpot and SAP.
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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.
- Delivered presentations of SGR's DaaS and SaaS solutions to clients.

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

- Conceptualized strategy to diversify lead generation channels.
- 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 and managed buyer and supplier relationships.
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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, proposing corrective measures for sales gaps.

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
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Languages

English - Bilingual/Near Native • French - Bilingual/Near Native • Spanish - Bilingual/Near Native

Technical & Tools

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

Affiliations

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

Interests

Sustainability • Technology