

# 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 across various industries. Proven track record in project management, data analysis, negotiation, and communication. 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.
- 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

- Built and developed relationships with financial institutions and investors.
- Led company's digital transformation project.

### ★ Commercial & Sector

- Developed international multi-sourcing strategies for commodities.
- Ensured compliance in handling and shipment of goods.

### ★ Tools

- Proficient in MS Office, CRM tools like HubSpot and SAP.
  - Experienced in project management tools such as Jira and Trello.
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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 HNW 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.
  - Managed buyer and supplier relationships in commodities.
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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.

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

Managed industry data collection and analysis to monitor 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  
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 • Bloomberg Terminal

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## **Affiliations**

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

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## **Volunteering**

Committee Member – Innoboard, InnoPark Suisse

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## **Interests**

Sustainability • Technology and fitness