

# 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 in business development across various industries. Proven track record in project management, negotiation, and data analysis. Trilingual with solid international experience, adaptable to 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 managed relationships with financial institutions and investors.
- Led company's digital transformation project.

### ★ Commercial & Sector

- Developed international multi-sourcing strategies for commodities.
- Delivered presentations and demonstrations of SaaS solutions.

### ★ Tools

- Proficient in MS Office Suite, CRM tools like HubSpot and SAP.
  - Experienced with 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 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

- Developed international multi-sourcing strategies for commodities.
  - Managed trade flow 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 supplier relationships.

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

Managed industry data collection and analysis, monitoring sales performance.

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## Education

MBA Financial Valuation and Investment Management • Lynn University • USA • 2017 - 2020

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

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## **Technical & Tools**

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

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## **Affiliations**

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

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## **Interests**

Sustainability • Technology