

JUAN-BERNARDO RIVERO

Business Development Specialist

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Linkedin: [linkedin.com/juanbernardorivero/](https://www.linkedin.com/juanbernardorivero/)

Nationality: Swiss • Mobility: Willing to travel as needed

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.

Core Skills

★ Transaction Execution

- Acquired new accounts through consultative selling, increasing client base by 30%.
- Managed full sales cycle from lead generation to deal closing, achieving a 25% increase in revenue.

★ Valuation & Modeling

- Developed SGR's Go-To-Market Strategy for the financial services market in Spain.
- Conducted market analysis and segmentation to identify growth opportunities.

★ Dealwork & Coordination

- Led company's digital transformation project, enhancing operational efficiency by 40%.
- Coordinated cross-functional teams to ensure alignment on project goals.

★ Commercial & Sector

- Built and developed relationships with financial institutions and high-net-worth investors.
- Implemented new sales initiatives that diversified lead generation channels.

★ Tools

- Proficient in Salesforce, MS Office Suite, and various CRM/ERP systems.
 - Experienced in using data analysis tools to drive business decisions.
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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 and prospective customers.

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.
 - Managed buyer and supplier relationships in commodities trading.
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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, monitoring sales performance against targets.

Education

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

Executive Education • Harvard University • USA • 2014

Business Information Systems • HEC Lausanne • Switzerland • 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 • Salesforce

Affiliations

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

Volunteering

Mentor for local startups in business development strategies. • Volunteer at community tech workshops.

Interests

Sustainability initiatives • Reading about technology trends