

# JUAN-BERNARDO RIVERO

## Business Development Professional

Chemin des Tuilières 9, 1028 Préverenges, Switzerland • Phone: +41 76 690 2605 • Email: [juan.bernardor@proton.me](mailto:juan.bernardor@proton.me) • LinkedIn: [linkedin.com/juanbernardorivero/](https://www.linkedin.com/juanbernardorivero/)  
Nationality: Swiss • Mobility: Open to relocation

### Profile

Results-driven, tech-savvy business professional with over 15 years of experience across various 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 sales pipeline and Go-To-Market strategies.
- Monitored and reported on campaign results.

#### ★ Dealwork & Coordination

- Led digital transformation projects across organizations.
- Collaborated with marketing for product integration.

#### ★ Commercial & Sector

- Built relationships with financial institutions and investors.
- Developed international multi-sourcing strategies.

#### ★ Tools

- Proficient in MS Office, Python, SQL, and CRM tools.
  - Experienced with project management tools like Jira and Trello.
- 

### Experience

**SGR Compliance S.A.** • Business Development Specialist AML/CTF • Lugano, CH • 2022 - 2023

- Acquired new accounts through consultative selling.
- Developed SGR's Go-To-Market Strategy for the financial services market in Spain.

**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

- Managed trade flow of commodities and specialized machinery.
  - Developed international multi-sourcing strategies.
- 

### 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, monitoring sales performance.

---

### Education

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

Executive Ed • Harvard • USA • 2014

Business Information Systems • HEC Lausanne • Switzerland • 2004 - 2006

## **Certifications**

- Certified Project Management Associate IPMA® Level D, IPMA 2023
  - IBM Data Science Professional Certificate, IBM 2024
- 

## **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 • Kubernetes

---

## **Affiliations**

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

---

## **Interests**

Sustainability • Technology