

# 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

- Managed full sales cycle, achieving a 30% increase in new accounts.
- Executed strategic initiatives leading to a 25% growth in sales pipeline.

#### ★ Valuation & Modeling

- Developed Go-To-Market strategies that enhanced market entry success.
- Conducted market analysis resulting in actionable insights for product positioning.

#### ★ Dealwork & Coordination

- Negotiated large-scale contracts, reducing costs by 15%.
- Coordinated cross-functional teams to ensure timely project delivery.

#### ★ Commercial & Sector

- Built relationships with financial institutions and high-net-worth investors.
- Led initiatives that diversified lead generation channels, increasing engagement.

#### ★ Tools

- Proficient in CRM tools like HubSpot and SAP.
  - Advanced skills in Excel and Power BI for data analysis.
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### Experience

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

- Acquired new accounts through consultative selling, increasing client base by 40%.
- Developed and executed SGR's Go-To-Market Strategy for the financial services market in Spain.

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

- Introduced new sales initiatives, resulting in a 20% increase in revenue.
- Led digital transformation project, enhancing lead acquisition through social media.

#### **Swissxer S.A.** • Head of Global Trading Operations and Business Development • Geneva, CH • 2014 - 2017

- Developed international multi-sourcing strategies, optimizing supply chain efficiency.
  - Managed buyer and supplier relationships, ensuring compliance and performance.
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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, ensuring timely deliveries and compliance.

#### Market Analyst • Japan Tobacco International (JTI) • Lausanne, CH • 2008 - 2010

Managed industry data collection and analysis, providing insights to optimize sales performance.

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### Education

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

#### Executive Education • Harvard • USA • 2014

Business Information Systems • HEC Lausanne • Switzerland • 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, 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**

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

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## **Interests**

Sustainability and technology innovations. • Fitness and calisthenics.