

JUAN-BERNARDO RIVERO

Business Development

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

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 sales.

★ Valuation & Modeling

- Developed SGR's Go-To-Market Strategy for financial services in Spain, enhancing market penetration.
- Conducted market analysis and segmentation to identify new business opportunities.

★ Dealwork & Coordination

- Successfully introduced and implemented new sales initiatives, resulting in a 20% increase in revenue.
- Led cross-functional teams to ensure alignment on project goals and deliverables.

★ Commercial & Sector

- Built and developed relationships with financial institutions and high-net-worth investors.
- Developed international multi-sourcing strategies for commodities and machinery.

★ Tools

- Proficient in CRM tools like HubSpot and SAP for managing customer relationships.
 - Experienced with MS Office Suite, including advanced Excel 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.
- 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.
- Conceptualized strategy to diversify lead generation channels.

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

- Responsible for trade flow of commodities and specialized machinery.
 - Developed international multi-sourcing strategies.
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Earlier Experience

Import/Export Manager • Swissxer S.A. • Geneva, CH • 2010 - 2014

Managed import/export documentation and ensured compliance with regulations.

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

Managed industry data collection and analysis to monitor sales performance.

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

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

Technical & Tools

Excel (advanced: data analysis, modeling) • PowerPoint • Python (pandas, Matplotlib) • SQL • Bloomberg Terminal

Affiliations

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

Volunteering

Committee Member – Innoboard, InnoPark Suisse

Interests

Sustainability • Technology • Calisthenics • Fitness