

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 and project management. Proven track record in negotiation, data analysis, and stakeholder engagement. Trilingual with solid international experience, adaptable to multicultural and fast-paced environments.

Core Skills

★ Transaction Execution

- Managed full sales cycle from lead generation to deal closing.
- Acquired new accounts through consultative selling.

★ Valuation & Modeling

- Developed sales pipeline and Go-To-Market strategies.
- Conducted market analysis and segmentation.

★ Dealwork & Coordination

- Led digital transformation projects and new sales initiatives.
- Coordinated cross-functional teams to ensure project success.

★ Commercial & Sector

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

★ Tools

- Proficient in CRM/ERP systems including HubSpot and SAP.
 - Advanced skills in MS Office Suite and project management tools.
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Experience

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

- Developed SGR's Go-To-Market Strategy for the financial services market in Spain.
- Delivered presentations and demonstrations of SaaS and DaaS solutions to prospective customers.

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

- Successfully introduced and implemented new sales initiatives.
- Monitored and managed execution of activities by measuring campaign results.

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

- Developed international multi-sourcing strategies for commodities.
 - Managed relationships with buyers and suppliers globally.
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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 and proposing corrective measures.

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 • HubSpot, SAP

Affiliations

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

Volunteering

Committee Member – Innoboard, InnoPark Suisse

Interests

Sustainability • Technology • Fitness and calisthenics