



# Eric Roth

Interdisciplinary Business Excellence.  
10+ Years in Asia. Greenfield Experience.

## ■ Contact

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Proven specialist in interdisciplinary **Business Excellence** with extensive international experience. Engaged in key, high-impact activities along the global value chain of goods and services. The acquired core competencies A-Z include:

Brand Management • Business Excellence • Contract Management • Global Sourcing • Greenfield Operations • Intercultural Leadership • Lean Management (KAIZEN / Six Sigma) • Marketing • Quality Management (incl. ISO) • Supply Chain Management (incl. Procurement) • Wholesale & Retail

These work experiences gathered domestically and abroad paired with various trainings and further education allow a holistic attitude and pragmatic approach in everyday business life. Furthermore, the successful 10+ years stationed in the procurement markets Asia have had a strong influence on me: I additionally acquired cross-national and multi-level leadership experience combined with intercultural competence. I am perceived as reliable, thoughtful and equipped with the ability to think and act outside the famous "box"

## ■ Languages

German (C2) • English (C1) • French (A2)

## ■ Education & Trainings

2024: Innovation Management (Certificate IBMI) • 2023: Six Sigma Black Belt (Certificate CSSC) • 2023: Internal Auditor (Diploma SAQ) • 2018: Lean Manager (Certificate SGO) • 1999-2001: MBA (Diploma in General Management) • 1997: LAN Administration (Certificates Computer Networking) • 1989-1991: Marketing Planner (Swiss Federal Diploma of Higher Education) • 1988-1989: Commercial Diploma (Diploma VSH) • 1982-1985: Designer Advertising Industry (Swiss Federal Diploma of VET).

## ■ Awards

Co-winner of the [Swiss Lean Award](#). In 2022, there was no single winner appointed but two winner companies. The Swiss Lean Award is the only national award in Switzerland for excellence in Lean Management.

## ■ International Experience

<b>Asia</b> <i>Stationed there for &gt; 10 years</i>	Establish and operate a procurement organization consisting of international sourcing and purchasing offices as well as strategic RHQs in various countries all over Asia. On-site procurement market studies, feasibility analysis to setup own production facilities as well as evaluation to acquire an existing factory.
<b>USA / Canada</b>	English and French language studies. Final exams, various seminars and workshops.
<b>Europe</b>	Business activities throughout Europe, mainly Switzerland, Germany, Italy, Spain, Portugal.
<b>Scandinavia</b>	Several work stays in Scandinavia, mainly in Sweden.

## ■ Professional Activities

Today 04. 2020 -	<p><b>Manager Business Excellence</b>  <b>Employer</b> (a member of <b>Company</b>) in Dintikon (AG), Switzerland  <b>B2B / B2C: General cargo logistics</b></p> <ul style="list-style-type: none"> <li>▪ Development and implementation of a cross-national and cross-divisional, normative quality management (QM) at several locations in Switzerland and in neighboring countries. Creation of multilingual QM documentation such as manuals, guidelines, instructions and templates.</li> <li>▪ Conduct internal audits and coordinate external audits to ensure certification of quality, environmental and occupational health and safety standards (ISO 9001, ISO 14001 and ISO 45001) as well as food safety (ISO 22000 with HACCP concept).</li> <li>▪ In Lean Management Development of a KAIZEN maturity model and implementation as well as expansion of the KAIZEN solution methodology, including further evolution of all KAIZEN tools. Planning and moderation of KAIZEN events internally and at the customer's site.</li> <li>▪ Project management of various assigned and self-initiated projects to promote the employer's business excellence.</li> </ul>
03.2020 09. 2017 -	<p><b>Operations / Procurement / SCM</b>  <b>Consulting / Freelance / Interim Management</b>  <b>B2B / B2C: Goods &amp; services</b></p> <ul style="list-style-type: none"> <li>▪ Various assignments in Strategic Procurement (direct / indirect): <ul style="list-style-type: none"> <li>○ Procurement Specialist for indirect procurement with <b>Company</b> in Baar (ZG), an int'l natural gas pipeline developer for clean energy (Southern Gas Corridor Europe).</li> <li>○ Global Procurement Manager for secondary packaging with <b>Company</b> in Volketswil (ZH), a world-famous brand in the cosmetic industry (skin care).</li> </ul> </li> </ul>
08. 2017 01. 2016 -	<p><b>Head of Purchasing &amp; SCM</b>  <b>Employer</b> (a member of <b>Company</b>) in Freienbach (SZ), Switzerland  <b>B2B: Luxury goods packaging and SIS, POS / POP display solutions</b></p> <ul style="list-style-type: none"> <li>▪ Global direct and regional indirect procurement and strategic MoB decision matrices (this company operates its own factories in China, Italy and Croatia).</li> <li>▪ Feasibility study of further own production sites in Vietnam and Cambodia as well as evaluation of acquisition of an existing factory in China.</li> <li>▪ Introduction of a standardized procurement strategy, policies and procedures incl. KPI measurement methodology and tools.</li> <li>▪ Implement group-wide contract rules and policies for frame-work agreements, supply contracts as well as service level agreements (SLAs).</li> </ul>
12. 2015 02. 2014 -	<p><b>Head of PM, Procurement &amp; Marketing</b>  <b>Employer</b> in Schönenwerd (SO), Switzerland  <b>B2B: Wholesale of own-branded electrical household appliances</b></p> <ul style="list-style-type: none"> <li>▪ OEM / ODM product management and global direct procurement of non-food end consumer goods. Develop and implement a self-control concept according to HACCP guidelines as well as quality inspection procedures according to AQL level II.</li> <li>▪ National marketing and sales promotion through print and online media. Continuously update and maintain the company's website through CM system "Contao".</li> <li>▪ Active participation in sourcing and introduction of the new ERP system "MyFactory".</li> <li>▪ Search and recruit permanent employees based locally in China (including compilation of the contracts). Source and implement external quality services in Asia.</li> </ul>

02. 2013 03. 2009 -	<p><b>Head of SBU Fastening Technology / Tools / Metal Construction</b>  <b>Employer</b> in Münchenbuchsee (BE), Switzerland  <b>B2B: Wholesale steel / metals / fastening technology / tools</b></p> <ul style="list-style-type: none"> <li>▪ Head of Strategic Business Unit Fastening Technology / Tools / Metal Construction: Strategic procurement, SCM, logistics, CRM / KAM, sales (internal / field), store ops.</li> <li>▪ Evaluation of the purchase of a company with a complementary product portfolio as well as the development of a retail chain in the franchise system.</li> <li>▪ Inter-divisional implementation of the lean management KAIZEN philosophy.</li> <li>▪ Introduction of KANBAN concepts, inventory optimization add*ONE and PIM software.</li> </ul>
09. 2008 07. 2004 -	<p><b>Consultant SCM</b>  <b>Saranjai Consultants Limited</b> in Bangkok, Thailand  <b>B2B: Consulting along the global consumer goods value chain</b></p> <ul style="list-style-type: none"> <li>▪ Consulting on global procurement of goods and services as well as SCM.</li> <li>▪ Perform on behalf: Sourcing incl. visiting trade fairs, purchasing, vendor management, logistics incl. 3PL and sea freight. Continuous monitoring of procurement market trends.</li> <li>▪ Strategic MoB decision matrices and quality management: Some B2B customers maintained their own manufacturing in Europe and Asia respectively.</li> <li>▪ Advice on topics such as global trade administration including transfer pricing policies.</li> <li>▪ As an exclusive mandate active support for the establishment and subsequent sale of an import company with its own retail store in Switzerland.</li> </ul>
06. 2004 07. 1996 -	<p><b>Managing Director ASIA</b>  <b>Employer</b> (<i>purchasing for Company</i>) in Switzerland and Asia  <i>--&gt; This group maintains large self-service retail stores throughout Scandinavia</i>  <b>B2C: Global procurement of own-branded consumer goods for the retail market</b></p> <ul style="list-style-type: none"> <li>▪ OEM / ODM category management and product development.</li> <li>▪ While in Switzerland, responsible for direct procurement from all over the EU.</li> <li>▪ Relocate to Asia to build up and run a procurement organization consisting of 12 international sourcing &amp; purchasing offices in 7 countries. Further procurement-related activities in additional countries within this region.</li> <li>▪ Global direct and regional indirect procurement of goods and services with supplier audits on production quality, sustainability as well as SA-8000 standards.</li> <li>▪ Formulate and implement a procurement handbook also taking into account the global legal aspects of copyrights and trademarks for private labels.</li> </ul>
12. 1994 01. 1994 -	<p><b>Organization &amp; Administration Manager</b>  <b>Employer</b> in Chonburi, Thailand  <b>B2C: Production of print media and e-publishing</b></p>
12. 1993 08. 1989 -	<p><b>Inside Sales Associate</b>  <b>Employer</b> in Zurich, Switzerland  <b>B2B: Whole sale of propulsion technology products and solutions</b></p>
07. 1989 10. 1987 -	<p><b>Inside Sales Associate</b>  <b>Employer</b> (<i>Company</i>, Germany) in Geroldswil (ZH), Switzerland  <b>B2B: Whole sale of paper- and related products to the printing industry</b></p>
09. 1987 04. 1982 -	<p><b>Designer Advertising Industry</b>  <b>Employer</b> in Thun (BE), Switzerland  <b>B2B: Design and production of commercial advertising concepts</b></p>

