



Eric Roth

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

■ Contact

Address	Greater Zurich area
Phone	+41 xx xxx xx xx
E-Mail	ericroth.org/contact-me
Internet	ericroth.org/my-background

Due to a career spanning continents and various industries, I bring a pragmatic, hands-on approach rooted in global experience, continuous learning and proven methodologies such as [Lean Management](#) and [Quality Management](#).

My work has consistently focused on optimizing [Value Creation](#) across the [Supply Chain](#), enhancing operational excellence, and fostering intercultural leadership. Whether steering strategic [Procurement](#) in Asia or shaping [Business Excellence](#) in Europe, I remain committed to delivering thoughtful, reliable and innovative solutions.

My goal is simple: To make a meaningful impact - challenge by challenge - with a strong emphasis on cultivating [Corporate Culture](#) and advancing [Sustainability](#). To support this, each direction of [My Compass](#) reflects a principle I return to when the terrain shifts: **Integrity, Curiosity, Empathy** and **Pragmatism**. Together, they guide how I show up - professionally and personally.

All this shapes the lens through which my [Professional Engagement](#) is applied today: Practical, human-centered and designed for complexity.

■ Languages

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

■ Education & Trainings

2025 → QMS ISO Lead Auditor IRCA → Certificate SGS
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 HP Academy
1989-1991 → Marketing → Swiss Federal Diploma Higher Education
1988-1989 → Commercial Diploma → Diploma VSH
1982-1985 → Advertising Engineer → 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

Asia <i>Stationed there for > 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 → End consumer goods in private label
USA / Canada	English and French language studies. Final exams, various seminars and workshops.
Europe	Business activities throughout Europe, mainly Switzerland, Germany, Italy, Spain, Portugal.
Scandinavia	Several work stays in Scandinavia, mainly in Sweden.

■ Professional Activities

12. 2025 04. 2020 -	Manager Business Excellence Employer (a member of Company) in Dintikon (AG), Switzerland B2B / B2C: General cargo and freight logistics ▪ 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. ▪ Conduct internal audits and coordinate external audits to ensure certification of quality (ISO 9001), environmental (ISO 14001) and occupational health and safety standards (ISO 45001) as well as food safety (ISO 22000 with HACCP concept). ▪ 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. ▪ Project management of various assigned and self-initiated projects to promote the employer's business excellence.
03.2020 09. 2017 -	Operations / Procurement / SCM Consulting / Freelance / Interim Management B2B / B2C: Goods & services ▪ Various assignments in Strategic Procurement (direct / indirect): ○ Procurement Specialist for indirect procurement with Company in Baar (ZG), an int'l natural gas pipeline developer for clean energy (Southern Gas Corridor Europe). ○ Global Procurement Manager for secondary packaging with Company in Volketswil (ZH), a world-famous brand in the cosmetic industry (skin care).
08. 2017 01. 2016 -	Head of Purchasing & SCM Employer (a member of Company) in Freienbach (SZ), Switzerland B2B: Luxury goods packaging and SIS, POS / POP display solutions ▪ Global direct and regional indirect procurement and strategic MoB decision matrices (this company operates its own factories in China, Italy and Croatia). ▪ Feasibility study of further own production sites in Vietnam and Cambodia as well as evaluation of acquisition of an existing factory in China. ▪ Introduction of a standardized procurement strategy, policies and procedures incl. KPI measurement methodology and tools. ▪ Implement group-wide contract rules and policies for frame-work agreements, supply contracts as well as service level agreements (SLAs).
12. 2015 02. 2014 -	Head of Product Management, Procurement & Marketing Employer in Schönenwerd (SO), Switzerland B2B: Wholesale of own-branded electrical household appliances ▪ 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. ▪ National marketing and sales promotion through print and online media. Continuously update and maintain the company's website through CM system "Contao". ▪ Active participation in sourcing and introduction of the new ERP system "MyFactory". ▪ Search and recruit permanent employees based locally in China (including compilation of the contracts). Source and implement external quality services in Asia.

02. 2013 03. 2009 -	Head of SBU Fastening Technology / Tools / Metal Construction Employer in Münchenbuchsee (BE), Switzerland B2B: Wholesale steel / metals / fastening technology / tools - Head of Strategic Business Unit Fastening Technology / Tools / Metal Construction: Strategic procurement, SCM, logistics, CRM / KAM, sales (internal / field), store ops. - 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. - Inter-divisional implementation of the lean management KAIZEN philosophy. - Introduction of KANBAN concepts, inventory optimization add*ONE and PIM software.
09. 2008 07. 2004 -	SCM Consultant Saranjai Consultants Limited in Bangkok, Thailand B2B: Consulting → Global value chains for consumer goods - Consulting on global procurement of goods and services as well as SCM. - Perform on behalf: Sourcing incl. visiting trade fairs, purchasing, vendor management, logistics incl. 3PL and sea freight. Continuous monitoring of procurement market trends. - Strategic MoB decision matrices and quality management: Some B2B customers maintained their own manufacturing in Europe and Asia respectively. - Advice on topics such as global trade administration including transfer pricing policies. - As an exclusive mandate active support for the establishment and subsequent sale of an import company with its own retail store in Switzerland.
06. 2004 07. 1996 -	Managing Director ASIA Employer (<i>purchasing for Company</i>) in Switzerland and Asia <i>--> This group maintains large self-service retail stores throughout Scandinavia</i> B2C: Global procurement of private-label consumer goods for retail - OEM / ODM category management and product development. - While in Switzerland, responsible for direct procurement from all over the EU. - Relocate to Asia to build up and run a procurement organization consisting of 12 international sourcing & purchasing offices in 7 countries. Further procurement-related activities in additional countries within this region. - Global direct and regional indirect procurement of goods and services with supplier audits on production quality, sustainability as well as SA-8000 standards. - Formulate and implement a procurement handbook also taking into account the global legal aspects of copyrights and trademarks for private labels.
12. 1994 01. 1994 -	Organization & Administration Manager Employer in Chonburi, Thailand B2C: Production of print media and e-publishing
12. 1993 08. 1989 -	Inside Sales Associate Employer in Zurich, Switzerland B2B: Wholesale of propulsion technology products and solutions
07. 1989 10. 1987 -	Inside Sales Associate Employer (<i>Company</i> , Germany) in Geroldswil (ZH), Switzerland B2B: Wholesale of paper- and related products to the printing industry
09. 1987 04. 1982 -	Advertising Technician Employer in Thun (BE), Switzerland B2B: Design and production of advertising technology concepts

