



Eric Roth

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

■ Contact

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Due to my 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 → 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

■ Industry Expertise

Cargo- and Freight Logistics • Wholesale & Retail Trade • Packaging
• Household Appliances • Fastening Technology • Tools • DIY •
Drive Technology • Paper Industry • Graphic Arts Industry •
Advertising Technology • POS / POP Concepts • Luxury- and
Consumer Goods • Private Labels • Print Media • e-Publishing

■ 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 Milestones



Implemented Quality Management System (QMS)

- Independently established a cross-functional, cross-country normative QMS geared toward certification readiness for umbrella certification under ISO 9001; selectively expanded to include ISO 14001, ISO 45001 and ISO 22000



Winner of the Swiss Lean Award 2022

- Recognized as one of two winning companies; Switzerland's sole national award for excellence in Lean Management, awarded for methodical implementation and impact



Introduced KAIZEN and scaled maturity model

- Rolled out and methodically operationalized all KAIZEN instruments; developed and implemented a group-wide KAIZEN evaluation model (maturity levels)



Established group-wide documentation logic

- Implemented a comprehensive procurement manual incorporating trademark-related legal considerations; developed multilingual QM documentation, including a harmonized cross-country QMS manual



Developed SCM concepts for goods flow and tax optimization

- Designed and implemented continent-spanning logic to enhance efficiency in goods movement, transfer pricing and insurance structures; deployed across national subsidiaries



Negotiated and anchored global trade agreements

- Set up KANBAN framework- and call-off agreements, OEM / ODM supply contracts and exclusive distribution rights for certified branded products in fastening technology (Unbrako) and safety footwear (Diadora)



Deployed cross-country software solutions

- VPN with local LAN structures across Asian countries; add*ONE for inventory optimization, MeDaPro as PIM system, MyFactory as ERP solution as well as QMS / DMS Adonis for process and document management in Europe



Established and operated international procurement organization

- Structured sourcing and purchasing offices as well as strategic RHQs in multiple Asian countries to source and supply private-label consumer goods across continents

■ Professional Activities

12. 2025

Manager Business Excellence

04. 2020 -

Company (a member of **Company**) in Greater Aarau, Switzerland

B2B / B2C: **Cargo- and Freight Logistics**

- Developed and implemented a cross-border Quality Management System (QMS)
- Planned and conducted audits (ISO 9001, 14001, 45001, 22000 incl. HACCP)
- Designed a KAIZEN maturity model and implemented Business Excellence projects

03.2020

Operations / Procurement / SCM

09. 2017 -

Consulting / Freelance / Interim Management

B2B / B2C: **Goods & Services**

- Various assignments in Strategic Procurement (direct / indirect):
 - Procurement Specialist** for indirect procurement with **Company** in Greater Zug → A natural gas pipeline developer for clean energy (Southern gas corridor EU: Azerbaijan - Italy).
 - Global Procurement Manager** for secondary packaging with **Company** in Greater Zurich → A world-famous brand in the cosmetic industry (skin care).

08. 2017 **Head of Purchasing & SCM**
 01. 2016 - [Company](#) (a member of [Company](#)) in Greater Zurich, Switzerland
 B2B: **Luxury goods packaging and SIS, POS / POP display solutions**
- Strategic sourcing using MoB matrices (China, Italy, Croatia)
 - Site analyses and factory audits in Asia (Vietnam, Cambodia, China)
 - Global procurement, KPI system and group-wide contract governance incl. SLAs
12. 2015 **Head of Product Management, Procurement & Marketing**
 02. 2014 - [Company](#) (powered by [Company](#)) in Greater Schwyz, Switzerland
 B2B: **Wholesale of own-branded electrical household appliances**
- OEM / ODM product management and global sourcing of household appliances
 - Introduced HACCP self-monitoring, AQL inspection processes, and a new ERP system
 - Recruited in China and implemented external quality service providers across Asia
02. 2013 **Head of SBU Fastening Technology / Tools / Metal Construction**
 03. 2009 - [Company](#) in Greater Bern, Switzerland
 B2B: **Wholesale steel / metals / fastening technology / tools**
- Led this SBU including procurement, SCM, logistics, CRM / KAM, sales and retail operations
 - Assessed business acquisition and developed a franchise concept for retail
 - Introduced KAIZEN and KANBAN along with inventory optimization software and PIM system
09. 2008 **SCM Consultant**
 07. 2004 - [Company](#) in Bangkok, Thailand
 B2B: **Consulting → Global value chains for consumer goods**
- Global SCM including procurement, supplier management, and logistics (3PL, sea freight)
 - Consulting and concept development for trade administration and transfer pricing policy
 - Exclusive mandate: Founded and sold an import company with retail ops in Switzerland
06. 2004 **Managing Director ASIA**
 07. 1996 - [Company](#) (purchasing for [Company](#)) in Switzerland and Asia
 → *This group maintains large self-service retail stores throughout Scandinavia*
 B2C: **Global procurement of private-label consumer goods for retail**
12. 1994 **Organization & Administration Manager**
 01. 1994 - [Company](#) in Greater Chonburi, Thailand
 B2C: **Production of print media and e-publishing**
12. 1993 **Inside Sales Associate**
 08. 1989 - [Company](#) in Greater Zurich, Switzerland
 B2B: **Wholesale of propulsion technology products and solutions**
07. 1989 **Inside Sales Associate**
 10. 1987 - [Company](#) (a member of [Company](#)) in Greater Zurich, Switzerland
 B2B: **Wholesale of paper- and related products to the printing industry**
09. 1987 **Advertising Technician**
 04. 1982 - [Company](#) in Greater Bern, Switzerland
 B2B: **Design and production of advertising technology concepts**

