



Eric Roth

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

■ Contact

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■ 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

■ Core Competencies

Quality Management (ISO) • Lean Management (KAIZEN / Six Sigma) • Organizational Development & Transformation • Process- / Document Management (QMS / DMS) • SCM Concepts • Global Trade Agreements • Business Systems • International Procurement

■ 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
*Stationed there
for > 10 years*

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.

Expertise in Business Excellence, Quality Management, Lean and Global Procurement.

International leadership experience combined with solid expertise in Lean Management (KAIZEN, Six Sigma), Quality Management and strategic procurement. Optimization of global supply chains in Europe and Asia, development of intercultural teams and leadership of complex transformations.

Winner of the Swiss Lean Award 2022. Development, scaling and audit-readiness of ISO-compliant management systems. Focus on value creation, operational excellence and resilient organizational structures.

Pragmatic, analytical and entrepreneurial approach with a clear focus on measurable results. Ability to connect strategy with operational execution and translate complex challenges into clear, workable solutions. Experience in stabilizing demanding situations and establishing effective processes.

Consistent, structured and solution-oriented working style with a focus on implementation and lasting impact.

■ Languages

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

■ Professional Activities

12. 2025 **Manager Business Excellence**

04. 2020 - **Company** (a member of **Company**) in Dintikon (AG), Switzerland
B2B / B2C: **Cargo- and Freight Logistics**

- Development and implementation of a cross-site and cross-country QM system
- Organization and execution of audits (ISO 9001, 14001, 45001, 22000 with HACCP)
- Scaling of KAIZEN, development of its maturity model and implementation of Business Excellence initiatives

Impact (individual / team)

Sustainably embedded the Quality Management System (QMS) • Won the Swiss Lean Award 2022 • Scaled KAIZEN and introduced its maturity model • Developed a group-wide documentation logic • Implemented software solutions across multiple countries

03. 2020 **Interim Manager**

09. 2017 - Operations / Supply Chain Management (Focus: Procurement)
B2B / B2C: **Goods & Services**

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

Impact (individual / team)

Closed existing staffing gaps • Secured and stabilized delivery capability • Improved transparency, processes and supplier structures • Renegotiated prices and delivery terms

08. 2017 **Head of Purchasing & SCM**

01. 2016 - **Company** (a member of **Company**) in Freienbach (SZ), 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

Impact (individual / team)

Developed SCM concepts for material flow and tax optimization • Created and anchored group-wide documentation logic • Developed and established global trade agreements

12. 2015 **Head of Product Management, Procurement & Marketing**

02. 2014 - **Company** (powered by **Company**) in Oberarth (SZ), 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

Impact (individual / team)

Developed group-wide documentation logic • Created SCM concepts for material flow and tax optimization • Developed and anchored global trade agreements • Implemented software solutions across multiple countries

02. 2013 **Head of SBU Fastening Technology / Tools / Metal Construction**

03. 2009 - **Company** in Münchenbuchsee (BE), 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

Impact (individual / team)

Introduced KAIZEN and stabilized KANBAN • measurably improved inventory optimization • successfully implemented the PIM system • developed a franchise concept • evaluated a company acquisition and prepared the decision basis

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

Impact (individual / team)

Developed group-wide documentation logic • Created SCM concepts for material flow and tax optimization • Developed and anchored global trade agreements • Successfully founded, built and sold an import company

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

- International procurement structures, organizational design and governance
- Global contract models, trade regulations and compliance frameworks
- Supply chain architecture, flow design and tax-optimized structural concepts
- Documentation standards, process logic and cross-border business systems

Impact (individual / team)

Established and operated an international procurement organization • Ensured global supply security and reduced failure risks • Sustainably improved system usage and data quality • Built and implemented contract security and compliance • Created conceptual foundations that significantly optimized tax exposure • Established uniform standards and simplified internal processes

12. 1994 **Organization & Administration Manager**
 01. 1994 - [Company](#) in Chonburi, Thailand
B2C: Production of print media and e-publishing
- Administrative management: Regulatory communication, standardized procedures and documented process optimization
 - Workforce deployment: Planning and coordination of staff and shift schedules in daily operations
- Impact (individual / team)*
 Implemented the reorganization of administrative processes • Established a documentation logic for internal procedures
12. 1993 **Inside Sales Associate**
 08. 1989 - [Company](#) in Zurich, Switzerland
B2B: Wholesale of propulsion technology products and solutions
- Customer support: Review inquiries, prepare quotations, advise on solutions
 - Order management: Order entry, scheduling and on-time execution
- Impact (individual / team)*
 Handled customer inquiries professionally and built stable B2B relationships • Processed orders efficiently and sold suitable technical solutions
07. 1989 **Inside Sales Associate**
 10. 1987 - [Company](#) (a member of [Company](#)) in Geroldswil (ZH), Switzerland
B2B: Wholesale of paper- and related products to the printing industry
- Customer support: Review inquiries, prepare quotations, advise on solutions
 - Order management: Order entry, scheduling and on-time execution
- Impact (individual / team)*
 Handled customer inquiries competently and strengthened long-term B2B relationships • Processed orders cleanly and sold suitable solutions for the printing industry
09. 1987 **Advertising Technician**
 04. 1982 - [Company](#) in Thun (BE), Switzerland
B2B: Design and production of advertising technology concepts
- Production and installation of advertising technology projects
 - Ensuring quality and on-time execution in order processing
- Impact (individual / team)*
 Produced and installed advertising technology with precision • Ensured quality and on-time performance in daily operations

