

Eric Roth

ericroth.org



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

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Silent precision. Strategic impact. Eric brings clarity to environments dominated by noise and complexity. As *Ninja Services*, he embodies agility, adaptability and focused strategic intent. He cuts through operational barriers to advance Business Excellence and strengthen Supply Chain Management.

His approach is practical and grounded in experience. Eric draws on global exposure, continuous learning and established methods such as Lean Management (KAIZEN and Lean Six Sigma), Quality Management and the structural discipline of ISO standards to deliver reliable, measurable results.

He drives operational excellence and shapes effective corporate cultures - whether leading strategic procurement across Asia or taking on business-critical roles in Europe. His work is guided by sustainability and the principle of antifragility: Using change as a source of strength and thinking beyond conventional boundaries.

Eric's compass is defined by four principles: **Integrity, Curiosity, Empathy and Pragmatism**. These values shape his leadership and collaboration style - intercultural, human-centered and suited for complex environments where trust and clarity matter.

No wasted motion. Just impact with sustainable value creation.



Education and 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

International Experience

Asia	Establish and lead a multi-country procurement organization across Asia, including strategic RHQs → <i>End consumer goods in private label</i>
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.

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

Professional Experience – Domestic and Abroad

2020 – 2025	Manager Business Excellence B2B / B2C: General cargo and freight logistics
2017 – 2020	Interim Manager B2B / B2C: Assignments in Operations / Procurement / SCM
2016 – 2017	Head of Purchasing & SCM B2B: Luxury goods packaging and SIS, POS / POP display concepts
2014 – 2015	Head of Product Management, Procurement & Marketing B2B: Wholesale of private-label electrical household appliances
2009 – 2013	Head of SBU – Fastening Technology / Tools / Metal Construction B2B: Wholesale of steel, metals, fastening technology, and tools
2004 – 2008	SCM Consultant B2B: Consulting → Global value chains for consumer goods
1996 – 2004	Managing Director ASIA B2C: Global procurement of private-label consumer goods for retail
1994	Organization & Administration Manager B2C: Production of print media and e-publishing
1989 – 1993	Inside Sales Associate B2B: Wholesale of propulsion technology products and solutions
1987 – 1989	Inside Sales Associate B2B: Wholesale of paper- and related products to the printing industry
1982 – 1987	Advertising Technician B2B: Design and production of advertising technology concepts

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



Professional Milestones

Selected cross-functional achievements in Quality, Lean, SCM, Procurement and Global Trade



- **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