



# Eric Roth

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

## ■ Contact

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## ■ Profile

Executive in Business Excellence and Operational Excellence with over 25 years of leadership experience in global value-creation structures. More than 10 years of responsibility in Asia, including the development of Greenfield operations, international procurement and resilient supply chains.

Specialized in Lean Management (KAIZEN, Six Sigma), the development of ISO-compliant Quality Management Systems (ISO 9001, 14001, 45001, 22000, HACCP), as well as governance and compliance frameworks. Winner of the Swiss Lean Award (2022).

Extensive experience in global procurement, strategic sourcing, OEM / ODM structures, international contracting and supply chain architecture, including risk management, transfer-pricing-aligned structural concepts and group-wide documentation and process systems (QMS / DMS).

Combines strategic organizational development with operational execution. Leads transformation programs, stabilizes complex SCM structures and delivers measurable improvements in transparency, cost structure, service levels and governance.

## ■ Languages

GER (C2) • ENG (C1) • FRE (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

## ■ 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.

## ■ Professional Activities

- **Manager Business Excellence** | 04.2020 – 12.2025

**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) • Winner of the Swiss Lean Award 2022 • Scaled KAIZEN and introduced its maturity model • Developed a group-wide documentation logic • Implemented software solutions across multiple countries

- **Interim Manager** | 09.2017 – 03.2020

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

- **Head of Purchasing & SCM** | 01.2016 – 08.2017

**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

- **Head of PM, Procurement & Marketing** | 02.2014 – 12.2015

**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

- **Head of SBU Fastening Technology / Tools / Metal Construction** | 03.2009 – 02.2013  
**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

- **SCM Consultant** | 07.2004 – 09.2008  
**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

- **Managing Director ASIA** | 07.1996 – 06.2004  
**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

- **Organization & Administration Manager** | 01.1994 – 12.1994  
 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
  
- **Inside Sales Associate** | 08.1989 – 12.1993  
 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
  
- **Inside Sales Associate** | 10.1987 – 07.1989  
 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
  
- **Advertising Technician** | 04.1982 – 09.1987  
 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

