

Eric Roth
ericroth.org



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

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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.

Leadership and collaboration are guided by four principles: Integrity, curiosity, empathy and pragmatism. These principles shape the leadership and collaboration style in international, complex environments and provide the foundation for clear, reliable and impact-oriented organizations.



Education and Trainings

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|-------------|---|
| 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

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|---------------------|--|
| 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

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| 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