

# Eric Roth

## Short Profile



Business Excellence • International Value Creation  
10+ Years in Asia • Greenfield Experience • Swiss Lean Award



E-mail [services@ericroth.org](mailto:services@ericroth.org)  
Internet [ericroth.org/services](http://ericroth.org/services)

### PROFILE

Executive for Business Excellence with over 25 years of leadership experience in global value chain structures and more than 10 years of operational responsibility in Asia.

- Leads teams through complex change and acts effectively in group-wide process and transformation programs across diverse organizational structures and cultures
- Bridges strategic organizational development with operational execution, creating sustainable value with measurable impact on cost structure, delivery capability, and governance
- Experienced in designing tax-optimized corporate and value chain models

### CORE COMPETENCIES

SCM & Global Procurement • Quality Management (ISO) • Lean (KAIZEN, Six Sigma) • OEM / ODM Management • Sourcing & Contractual Frameworks • Trade Regulations, Compliance & Risk Management

### INDUSTRY EXPERTISE

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



## EDUCATION AND CERTIFICATIONS

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
2001	MBA → Diploma in General Management
1997	LAN Administration → HP Academy
1991	Marketing → Diploma Higher Education
1989	Commercial Diploma → Swiss Diploma VSH
1985	Advertising Engineer → Swiss Diploma of VET

## INTERNATIONAL EXPERIENCE

<b>Asia</b>	Establishing and managing a procurement organization in Asian countries, including strategic RHQs → <i>Private label end consumer goods</i>
<b>USA / Canada</b>	Language courses in English and French. Final exams, seminars and workshops.
<b>Europe</b>	Professional activities primarily in Switzerland, Germany, Italy, Spain, Portugal
<b>Scandinavia</b>	Work stays in Scandinavia, mostly in Sweden

## FURTHER INFORMATION

<b>IT Skills</b>	LAN Administration • Superuser MS365 • Various ERPs and CMS • QMS / DMS Adonis (BPMN 2.0) • Web & Intranet
<b>Standards</b>	ISO 9001, 14001, 45001, 22000 (incl. HACCP) • GDP • SA8000 • BSCI • AQL • FSC
<b>Languages</b>	GER (C2) • ENG (C1) • FRA (A2)

## PROFESSIONAL EXPERIENCE

2026 – present	<b>Interim Manager</b> B2B / B2C: Goods & Services
2020 – 2025	<b>Manager Business Excellence</b> B2B / B2C: General cargo and freight logistics
2017 – 2020	<b>Interim Manager</b> B2B / B2C: Deployments in Operations / Procurement / SCM
2016 – 2017	<b>Head of Purchasing &amp; SCM</b> B2B: Luxury goods packaging and SIS, POS / POP display concepts
2014 – 2015	<b>Head of PM, Procurement &amp; Marketing</b> B2B: Wholesale of private label electrical household appliances
2009 – 2013	<b>Head of SBU Fastening Technology / Tools / Metal Construction</b> B2B: Wholesale steel / metals / fastening technology / tools
2004 – 2008	<b>SCM Consultant</b> B2B: Consulting → Global value chain of consumer goods
1996 – 2004	<b>Managing Director ASIA</b> B2C: Global procurement of private label consumer goods (retail)
1994	<b>Organization &amp; Administration Manager</b> B2C: Production of print media and e-publishing
1989 – 1993	<b>Salesclerk</b> B2B: Trading in components and solutions for drive technology
1987 – 1989	<b>Salesclerk</b> B2B: Trading in paper and related products for the printing industry
1982 – 1987	<b>Advertising Technician</b> B2B: Design and production of advertising technology concepts



## PROFESSIONAL MILESTONES

Selected 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