

ROSA RICHLI

Export & Sales Manager - International Trade

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PROFESSIONAL EXPERIENCE

Language Training – German B2

📅 07/2024 - Present 📍 ILS Aarau + Online

Operations Assistant (Temporary)

Kelly Services (Switzerland) AG

📅 09/2022 - 03/2023 📍 Neuendorf, Switzerland

- Recurring packaging work according to instructions
- Loading of the conveyor belt
- Efficient and error-free order processing
- Operation of scanning devices
- Quality control
- General warehouse tasks

Investment Project Broker & Coordinator

Freelancer for various enterprises

📅 06/2019 - Aktuell 📍 Mexico, USA, Home Office

- Mediation and coordination of investment projects in the energy, mining, and food industries between international partners in Mexico, the USA, and Chile.
- Identification and matching of suitable business partners and investors for large-scale projects (e.g., financing of PEMEX projects in the oil sector).
- Responsibility for the entire project pipeline: needs analysis, due diligence preparation, and contract management (NDAs, SBLCs, investment agreements).
- Organization and moderation of Zoom meetings between investors, funds, and project owners to present and negotiate investment opportunities.
- Support in the preparation of documents, verification of financial plans, and review of legal documentation according to fund requirements.
- Independent negotiation and conclusion of brokerage agreements, ensuring commission revenue.
- Development of investment structures (e.g., partnerships, trust models, capital guarantees) in collaboration with investment funds.
- Management of follow-up processes through to final capital release and project implementation.

Export & Sales Manager – International Trade

Graceland Foods (USA)

📅 10/2020 - Aktuell 📍 Mexico/Switzerland, Home Office

- Representing and advising companies on exporting and managing their products internationally
- Collaborating with company representatives
- Identifying and onboarding new suppliers from around the world to expand business opportunities
- Working with logistics companies for product transportation
- Handling customer product inquiries

SUMMARY

International sales and events expert with a confident presence and leadership skills.
Strengths: Communication, customer loyalty, team management.

LANGUAGES

German Advanced	●●●●●
English Proficient	●●●●●
Spanish Native Speaker	●●●●●
French Beginner	●●●●●

EDUCATION

Master of Business Administration (MBA)

Instituto Tecnológico y de Estudios Superiores de Monterrey (ITESM)

📅 06/2008 - 07/2010 📍 Mexico City

Bachelor's in Political Science and Law

Universidad Autonoma Metropolitana

📅 06/2002 - 09/2005 📍 Mexico City

CORE COMPETENCIES

Sales	Presentation & Representation
Communication	Organization
Team Leadership	Customer Service
Event Planning	Hospitality
Tourism	Order Fulfillment
Logistics Management	Social Media
Interdisciplinary Collaboration	

PROFESSIONAL EXPERIENCE

Client Manager for Exclusive Leisure & VIP Experiences

Special Tours

📅 11/2021 - 04/2022 📍 Los Cabos, Mexico

- Greeted visitors at the airport and sold various sports and leisure activities in Los Cabos and other locations in Baja California Sur
- Accompanied and drove new clients during their outings
- Organized tours and activities categorized into offerings such as: water sports, Los Cabos wildlife expeditions, seasonal hunting tours, hiking, private yacht tours, whale watching tours, wild canyon tours, camel rides, moon zipping fire, ATVs, and more
- Coordinated special outdoor events in unique locations for weddings, private parties, restaurant reservations, spa, and various a la carte services for VIP clients
- Picked up clients and arranged their travel plans for the end of their stay in Los Cabos, dropping them off at the airport

Customer Support Specialist, Crypto & FinTech

Bitso (Leading Latin American Crypto Exchange)

📅 10/2020 - 10/2021 📍 Home Office, Mexico

- Provided telephone customer support, 1st & 2nd level
- Resolved issues related to the trading platform and sales
- Compiled lists of recurring usability issues and difficult cases for the supervisor

Membership Consultant - Timeshare & Customer Support

Cabo Azul & Diamond Resorts

📅 10/2020 - 03/2021 📍 San José del Cabo, Mexico

- Presented the UVC vacation membership (timeshare vacations) to groups of interested customers
- Served as the hotel host for customers interested in the program
- Provided customer service and support throughout the process, ensuring the best membership experience for new clients

Regional Sales & Customer Service Manager - Car Rental

Hertz Car Rental

📅 04/2019 - 09/2020 📍 San José del Cabo, Mexico

- Prepared and assigned daily tasks, including coordination with customer service
- Took responsibility for high-level customer service areas
- Identified and followed up on customer complaints on social media.
- Training of sales staff
- Supervising other onsite sales teams

Export Sales Manager - Oil Industry & Machinery

K-Ram LLC

📅 05/2016 - 01/2019 📍 McAllen, USA

- International sales responsibility for components and equipment in the oil and energy sector
- Drafting and negotiating contracts with international clients and partners
- Conducting customer due diligence and credit checks
- Coordinating and processing customs and export documentation
- Sales of spare parts and components for oil rigs and industrial facilities
- Collaborating closely with logistics, engineering, and legal departments to secure the delivery process
- Managing key accounts and building long-term customer relationships
- Participating in international trade fairs and industry events

REFERENCES (PROJECT BROKER)

Antonio Cano Ramirez, CEO Essego

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Cesar Andrade, Fulcrum Capital

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Gigi Cruz, Tempestas

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Guilbaldo Pérez, CEO Trailers y Tanques de Aluminio

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Juan Domingo Pedroza Perez, CEO Cemza

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Ricardo Francisco Portes Vera, Metals broker

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SOFT SKILLS & TECHNICAL KNOWLEDGE

- Strong vocabulary and clear communication skills
- Excellent customer service skills
- Proficient in Microsoft Office Suite
- Experience with banking procedures and transactions
- Familiarity with legal processes and procedures
- General administrative capabilities
- High level of responsibility and reliability
- Conflict resolution skills
- Proactive approach and teamwork
- Outstanding interpersonal abilities
- Customer-focused mindset

TRAINING / COURSES

Diploma in Handling Demanding and Conflict-Prone Clients from the 'Century Siglo XXI' Customer Service Training Center in Mexico City

Internship in the Department of Consular Affairs at the Mexican Ministry of Foreign Affairs

Six Months of French Language Practice as Part of a Concierge Exchange Program

Internship at Fairmont Hotel, Quebec (Canada)

PROFESSIONAL EXPERIENCE

Automotive Sales Consultant

Nissan SA de CV

📅 02/2014 - 02/2016 📍 Mazatlan, Mexico

- Consulting and selling new cars to private and business customers
- Conducting needs assessments and creating personalized quotes
- Managing test drives and vehicle presentations in the showroom
- Ensuring customer loyalty through follow-up calls and excellent service
- Actively participating in sales promotions and local events
- Collaborating with financing and insurance departments to facilitate sales
- Maintaining the customer database and achieving monthly sales targets
- Attending internal product training and brand briefings

Owner & CEO of Thai Restaurant

Thai Gardens Restaurant

📅 04/2007 - 11/2013 📍 Mexico City, Mexico

- Built and led a high-end Thai restaurant from the ground up under the licensed brand *Thai Gardens Network* (incl. negotiations and approval process in Spain)
- Full responsibility for concept, interior design, staffing, and operational management
- Consistently ranked among the **Top 100 Restaurants in Mexico City** (population over 10 million)
- Maintained **top positions on TripAdvisor** for years – praised for service, quality, and atmosphere
- Led, trained, and motivated an international team of **30 employees**
- Oversaw all procurement and supplier relations: daily selection of fresh ingredients at local markets, direct negotiations with producers
- Ensured compliance with highest **hygiene and cold chain standards**, following **COFEPRIS regulations**
- Present daily on site as host and operations coordinator: quality control and top-level guest service
- Planned and managed exclusive events including weddings, corporate functions, and VIP dinners

Premium Automotive Salesperson

General Motors

📅 10/2005 - 10/2006 📍 Mexico City, Mexico

- Sales and exclusive consultancy in the premium segment (including Cadillac, Buick, GMC)
- Providing service to discerning private clients with a focus on individual needs and service quality
- Completed training in sales psychology and premium client communication
- Product presentations in the luxury segment
- Conducting vehicle presentations and test drives in upscale environments
- Participating in specialized training and sales workshops for premium products and customer communication
- Building and maintaining a high-quality customer portfolio
- Providing professional follow-up care for long-term customer retention
- Collaborating with internal departments to coordinate financing and special requests
- Achieving targets in line with monthly sales goals

TRAINING / COURSES

Diploma in Political-Social Leadership from the National Executive Committee (C.E.N.)

HOBBIES

- Martial Arts/MMA with competitive experience
- Digital media production (photography, video editing)
- Cryptocurrency trading
- Horseback riding, chess, diving, reading

ADDITIONAL INFORMATION

- Fluent in Spanish and English, German at B2 level; Telc oral exam passed, written exam pending.
- Holding a driver's license in Switzerland
- Married in 05/2023 in Switzerland; visa with full work authorization

PROFESSIONAL EXPERIENCE

Model, Hostess & Product Presenter

Various, including 'Contempo' in San Diego

📅 01/2000 - 04/2002 📍 San Diego, USA

- Participating in professional photo shoots for advertising campaigns (print & digital)
 - Hostess at exclusive events and exhibitions
 - Representing brands at public and private events
 - Conducting product presentations and actively engaging with customers
 - Collaboration with photographers, makeup artists, and creative teams
 - Runway and presentation experience in promotional events
 - Adherence to client briefings and corporate identity
 - Flexible deployment in various locations (studios, outdoors, events)
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Animation & Guest Relations

Don Fer's Restaurante Bar-Mexico City

📅 04/1998 - 12/1999 📍 Mexico City, Mexico

- Welcoming and attending to guests in the leisure and entertainment sector
- Introducing and explaining gaming stations (e.g., darts, billiards, bowling, air hockey, etc.)
- Ensuring a pleasant atmosphere and fostering customer engagement through personal interaction
- Encouraging guests to participate in games and activities
- Organizing small competitions or rounds (e.g., mini-games or tournaments)
- Assisting with reservations, seating arrangements, and general inquiries
- Contributing to events, theme nights, or special promotions
- Monitoring and ensuring safety standards in gaming areas
- Collaborating closely with service or bar staff
- Enhancing the overall guest experience through charm, presence, and attentiveness