

Luis
Senior Business Developer - B2B & SaaS Growth
Colombia

B2B sales leader with 8+ years of experience in SaaS and enterprise deals, generating \$1.4M+ in value. Specializes in strategic planning and market analysis.

SKILLS

Skills: Sales Development • Business Development • Outbound Sales Strategy • Lead Qualification • Pipeline Management • Performance Tracking

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia Oct 2023 - Present

Business Development

- Conducted comprehensive market analysis, securing a \$200K deal for a cosmetic brand. 1 major deal secured
- Led a team of 3 BDRs, optimizing prospecting for 42% pipeline growth.
- Represented Toshiba as a subject matter expert at industry events, resulting in a 35% increase in engagement. 10+ events

Incode Technologies — Colombia Jul 2021 - Jan 2022

Senior Business Developer

- Initiated sales opportunities, securing a \$1.2M deal with a U.S. rental car company.
- Achieved quota attainment for 5 consecutive quarters. 100%+ quota attainment
- Led a team opening 50 new opportunities for AEs.

AltiSales — Colombia Aug 2020 - Jun 2021

SR SDR

- Maintained an average quota attainment of 98% across the team. team average
- Sourced an \$880K deal with a U.S. stadium. 1 major deal secured

Veridas — Colombia Jan 2022 - Jul 2023

Sales Development Manager

- Led and coached a team of 8 SDRs covering the LATAM and U.S. markets.

EDUCATION

Universidad Sergio Arboleda — Colombia

Business Administration, 2020

GPA 3.8/4.0