

Luis
Senior Sales Development Leader - LATAM & US Markets
Colombia

Proven leader with over 8 years in business development, driving \$1.2M+ deals in SaaS and retail. Excel in LATAM & US markets with a focus on strategic growth and partnership development.

SKILLS

Skills: Sales Management • Business Development • Pipeline Management • Outbound Sales Strategies • Lead Qualification • Partnership Building

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia Oct 2023 – Present
Business Development

- Conducted quantitative and qualitative analysis to prioritize high-potential LATAM opportunities. \$200K deal sourced for a major cosmetic brand. | Increased channel revenue by 15% through strategic partnerships.
- Led outreach, cultivating LATAM relationships aligned with Toshiba's strategic goals. 3 BDRs managed, enhancing pipeline growth.
- Evaluated partner requests and collaborated for channel revenue targets. Represented Toshiba at industry events.

Incode Technologies — Colombia Jul 2021 – Jan 2022
Senior Business Developer

- Initiated outbound prospecting and refined lead processes to drive sales opportunities. Sourced \$1.2M deal with a U.S. rental car company. | Improved lead conversion rate by 20% through refined processes.
- Led team of SDRs, opening 50 new opportunities for AEs.
- Provided strategic insights on pipeline management to enhance conversion.

AltiSales — Colombia Aug 2020 – Jun 2021
SR SDR

- Drove generation and qualification of leads through phone and digital channels. Average quota attainment of 98%.
- Sourced an \$880K deal with a U.S. stadium.

Veridas — Colombia Jan 2022 – Jul 2023
Sales Development Manager

- Led and coached a team of 8 SDRs covering LATAM and U.S. markets.
- Designed outbound sales strategies and optimized workflows for efficiency.

EDUCATION

Universidad Sergio Arboleda — Colombia
Bachelor's Degree, 2020