

Luis
Senior Business Development Leader - LATAM & U.S. Markets
Colombia

Accomplished Business Developer with over 8 years of experience and \$1.2M+ deal closings in SaaS & FinTech. Led LATAM revenue expansion by 37%.

SKILLS

Skills: Business Development • Sales Strategy Design • Outbound Prospecting • Pipeline Management • Strategic Partnerships • Sales Coaching • Lead Qualification • Cross-Functional Collaboration • Market Analysis • Opportunity Evaluation • Expense Optimization • Performance Tracking • CRM Systems • Salesforce • Negotiation

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

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

- Conducted quantitative and qualitative analysis to evaluate the potential of new business and channel opportunities, increasing qualified leads by 42% through comprehensive geographic and competitive assessments in LATAM markets.
- Identified, reached out, engaged, and cultivated new customer relationships in LATAM, aligning with Toshiba's strategic objectives, resulting in 35% conversion of prospects to sales opportunities.
- Evaluated and prioritized all incoming partner requests within the region, improving partner quality by 47% through a structured evaluation framework.
- Collaborated with cross-functional teams to achieve key business objectives, channel revenue targets, and product enhancement initiatives, resulting in a 15% increase in product adoption.
- Represented Toshiba as a subject matter expert at industry events and forums, enhancing brand visibility and attracting \$200K in new client deals.
- Sourced and closed a significant \$200K deal with a major cosmetic brand, leveraging strategic market insights to increase regional market penetration.
- Led a team of 3 BDRs, developing targeted prospecting strategies that increased pipeline growth by 28% through effective performance coaching and targeted messaging.

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

- Initiated sales opportunities with outbound prospecting and qualified inbound leads, driving enterprise account growth that resulted in a \$1.2M deal with a U.S. rental car company.
- Collaborated with marketing and sales teams to optimize lead qualification processes, increasing MQL-to-SQL conversion rates by 23% within six months.
- Developed and refined sales outreach sequences, improving prospect engagement by implementing personalized communication strategies that led to 50% more meetings set with potential clients.
- Provided strategic insights on pipeline management, achieving a consistent quota attainment for 5 consecutive quarters by driving higher conversion rates across the sales funnel.
- Led a team of SDRs that opened 50 new opportunities for AEs, contributing to a 37% increase in sales efficiency through strategic lead handoff processes.

AltSales — Colombia Aug 2020 - Jun 2021
SR SDR

- Drove the generation and qualification of corporate leads through proactive phone calls and digital channels, maintaining a 98% average quota attainment across the SDR team.

- Cold-called prospective clients via telephone, effectively scheduling meetings that generated new business opportunities, leading to an \$880K deal with a prominent U.S. stadium.
- Worked directly with product, marketing, and sales teams to develop call scripts and lead qualification criteria, increasing lead acceptance rates by 30%.
- Managed performance metrics to ensure high SDR productivity, resulting in a 42% improvement in connect-to-meeting conversion rates.

ProspectHunter — Colombia
BDR

Feb 2018 – Dec 2018

Strategic Properties — Colombia
Account Executive

Mar 2014 – Sep 2017

- Prepared reports, bids, studies, and presentations to support commercial actions derived from client interactions, enhancing proposal acceptance by 25% through comprehensive narrative development.
- Actively participated in marketing initiatives, both in-person and digital, leading a team to consistently achieve 95-105% of quota in the U.S. market.
- Achieved 120% of quota, earning a President's Club award by optimizing account strategies and client engagement methods.

Veridas — Colombia
Sales Development Manager

Jan 2022 – Jul 2023

- Led and coached a team of 8 SDRs covering the LATAM and U.S. markets.
- Designed outbound sales strategies and optimized workflows for efficiency.
- Developed sales playbooks, performance tracking systems, and training programs.

EDUCATION

Universidad Sergio Arboleda — Colombia
Business Administration, 2020

ADDITIONAL EXPERIENCE

- Led a volunteer project focused on business education for underprivileged youth, increasing local employment readiness by 20%.