

Luis
Sales Development Leader
Colombia

Sales Development Leader with over 10 years of experience in SaaS and Tech, achieving 132% quota attainment and generating a \$3M pipeline in the LATAM market.

SKILLS

Skills: First Principle Estimating • Bill of Quantities (BOQ) • Tender Documents • Quantity Take-Off • AutoCAD • CRM Systems • Outbound Sales Strategies • Sales Playbooks • Performance Tracking • Pipeline Management • Cold Calling • Account Strategies • Sales Metrics Analysis • Prospect Engagement • Salesforce

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia

Oct 2023 – Present

Business Development

- Conducted thorough quantitative and qualitative analyses evaluating the potential of new business and channel opportunities based on geographical factors and comprehensive market parameters, resulting in a 15% increase in market penetration.
- Identified, engaged, and cultivated strong customer relationships in the LATAM region aligning with Toshiba's strategic initiatives, leading to a 20% increase in customer retention.
- Evaluated and prioritized over 50 incoming partner requests, enhancing partner quality across the region by 42%.
- Collaborated with cross-functional teams, achieving business objectives and meeting channel revenue targets through strategic product enhancement initiatives, resulting in a 10% increase in product adoption.
- Represented Toshiba as a subject matter expert at multiple industry events and forums increasing brand awareness by 25%.
- Sourced a major \$200K deal with a leading cosmetic brand, contributing significantly to annual targets.
- Successfully led a team of 3 BDRs, optimizing prospecting and driving pipeline growth by 40%.

Incode Technologies — Colombia

Jul 2021 – Jan 2022

Senior Business Developer

- Initiated high-value sales opportunities with strategic outbound prospecting, qualifying inbound leads, and collaborating closely with the field sales team for effective account strategies.
- Collaborated with marketing and sales teams, optimizing lead qualification processes to improve MQL-to-SQL conversion by 20%.
- Developed and refined targeted sales outreach sequences, enhancing prospect engagement and response rates by 35%.
- Provided strategic insights on pipeline management improving conversion rates and achieving quota attainment for 5 consecutive quarters.
- Sourced a significant \$1.2M USD deal with a major U.S. rental car company, exceeding quarterly targets by 28%.
- Led a team of SDRs that opened over 50 new high-value opportunities for Account Executives within six months.

Altisales — Colombia

Aug 2020 – Jun 2021

SR SDR

Presented by

- Drove the generation and meticulous qualification of corporate leads through effective phone calls and digital channels.
- Executed strategic cold-calling campaigns, successfully scheduling 75+ meetings generating new lucrative business opportunities.
- Collaborated with product, marketing, and sales teams to develop impactful call scripts, lead qualification criteria, and essential sales materials.
- Managed and analyzed performance metrics, ensuring high SDR productivity leading to a sustained quota attainment of 98%.
- Sourced an impressive \$880K deal with a major U.S. stadium, contributing greatly to team objectives.

ProspectHunter — Colombia
BDR

Feb 2018 – Dec 2018

- Excelled in business development roles by effectively identifying and engaging potential clients, leading to a marked improvement in conversion rates.

Strategic Properties — Colombia
Account Executive

Mar 2014 – Sep 2017

- Prepared detailed reports, bids, studies, and presentations, directly supporting commercial actions deriving from client interactions.
- Actively participated in marketing initiatives, both digital and in-person, achieving significant client engagement and brand visibility.
- Successfully reached 120% of quota consistently earning a President's Club award for outstanding sales performance.
- Led a high-performing team of SDRs in the U.S. market that achieved 95-105% quota attainment, consistently surpassing expectations.

EDUCATION

Universidad Sergio Arboleda — Colombia
Business Administration, 2020

ADDITIONAL EXPERIENCE

- Volunteered at local community center, enhancing outreach programs and developing strategic initiatives to increase engagement by 30%.