

**Luis**  
**Senior Business Development Leader - SaaS & Retail Tech**  
Colombia

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Senior B2B developer with 10+ years in SaaS & tech, specializing in driving \$1.2M+ deals, achieving 120%+ quota, and leading strategic market expansions.

## SKILLS

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**Skills:** Sales Development • Business Development • Team Leadership • Outbound Sales Strategies • Pipeline Management • Lead Qualification • Account Strategies • Market Evaluation • Relationship Cultivation • Performance Tracking • Sales Playbooks • Training Programs • CRM Systems • Salesforce • Negotiation

**Languages:** English (Professional); Spanish (Native)

## PROFESSIONAL EXPERIENCE

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

- Conducted rigorous quantitative and qualitative analysis to evaluate untapped market potential and emerging channel opportunities across diverse geographical regions, leading to a 15% increase in market penetration.
- Identified, engaged, and forged robust relationships with new clients in LATAM, resulting in a 25% increase in client acquisition.
- Evaluated and prioritized all incoming partner requests within the region, streamlining decision-making processes and enhancing partner alignment with corporate growth strategies.
- Collaborated effectively with cross-functional teams, including sales, marketing, and product groups, to achieve critical business objectives, surpassing revenue benchmarks by 20%, and driving product enhancements.
- Represented Toshiba as a subject matter expert at high-profile industry events and forums, enhancing brand visibility and establishing thought leadership.
- Successfully sourced a \$200K USD deal for a prominent cosmetic brand, optimizing client acquisition strategies.
- Led a team of 3 BDRs, implementing targeted prospecting strategies and driving significant pipeline growth by 30% within the first quarter.

**Veridas** — Colombia Jan 2022 – Jul 2023  
*Sales Development Manager*

- Spearheaded a team of 8 SDRs, driving robust performance across LATAM and U.S. markets through strategic leadership and agile management practices.
- Engineered innovative outbound sales strategies and meticulously optimized workflows, increasing team efficiency by 25%.
- Developed comprehensive sales playbooks, incorporating performance tracking systems and bespoke training programs, resulting in a 32% improvement in SDR performance metrics.

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

- Initiated high-value sales opportunities through targeted outbound prospecting and adept qualification of inbound leads, significantly contributing to the execution of account strategies with field sales teams.
- Collaborated with marketing and sales teams to enhance lead qualification processes, resulting in a 20% increase in sales-ready leads.

- Developed innovative sales outreach sequences, markedly improving prospect engagement and elevating the conversion rate by 15%.
- Provided strategic pipeline management insights, boosting conversion rates by 30% and ensuring consistent quota attainment across sales periods.
- Sourced a landmark \$1.2M USD deal with a top U.S. rental car company, showcasing negotiation and relationship-building acumen.
- Consistently achieved quota attainment over five consecutive quarters, reflecting sustained sales performance excellence.
- Led a team of SDRs to open 50 new opportunities for AEs, fostering a pipeline rich with potential business engagements.

#### **AltiSales** — Colombia

Aug 2020 – Jun 2021

##### *Sr SDR*

- Charged with the critical task of generating and qualifying high-value corporate leads through a combination of telephonic engagement and digital outreach initiatives.
- Executed high-volume cold calls, adeptly scheduling meetings and generating lucrative business opportunities.
- Collaborated closely with product, marketing, and sales units to craft effective call scripts and develop stringent lead qualification criteria.
- Oversaw performance metrics, ensuring that SDR productivity remained at full capacity and success rates were optimized continuously.
- Consistently achieved an average quota attainment of 98%, underscoring the effectiveness of my strategic approaches.
- Successfully secured an \$880K USD deal with a major U.S. stadium client, illustrating negotiation prowess and market insight.

#### **ProspectHunter** — Colombia

Feb 2018 – Dec 2018

##### *BDR*

- Conducted meticulous market research to identify prospective business opportunities and client leads, driving engagement through targeted outreach.
- Partnered with internal teams to develop strategic outreach plans, effectively bridging potential clients with available solutions.

#### **Strategic Properties** — Colombia

Mar 2014 – Sep 2017

##### *Account Executive*

- Engaged with key stakeholders to prepare comprehensive reports, bids, studies, and presentations, reinforcing commercial strategies stemming from client dialogues.
- Vigorously participated in multi-channel marketing initiatives, both in-person and digital, enhancing brand reach and client engagement.
- Achieved 120% of quota, earning the distinguished President's Club award through meticulous planning and execution.
- Led a team of SDRs to consistently reach 95-105% quota in the U.S. market, demonstrating leadership in target fulfillment.

## **EDUCATION**

#### **Universidad Sergio Arboleda** — Colombia

International Business, 2020

## **ADDITIONAL EXPERIENCE**

Presented by \_\_\_\_\_

- Actively involved in community outreach programs aimed at enhancing educational opportunities for underprivileged youth.