

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

Proven Sr. Business Developer with 8+ years in SaaS & Commerce, driving \$2.28M+ deals. Led teams to 120% quota attainment.

SKILLS

Skills: Business Development • Sales Strategy • Pipeline Management • Lead Qualification • Outbound Sales • Account Strategies • Cross-Functional Collaboration • Performance Tracking • Sales Playbooks • Market Analysis • CRM Systems • Salesforce • Negotiation • Customer Relationship Management • Strategic Partnerships

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

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

- Conducted quantitative and qualitative analysis to evaluate new business opportunities. Evaluated 40+ opportunities, driving \$200K in new deals.
- Cultivated new customer relationships aligned with Toshiba's strategy. Engaged 20 new clients, 35% conversion to active deals.
- Collaborated with cross-functional teams to achieve business objectives. Led team to 115% quota attainment, surpassing targets by 15% on average.

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

- Initiated sales opportunities with outbound prospecting and qualified inbound leads. Generated \$1.2M in deal revenue, hitting 100% of target.
- Developed and refined sales outreach sequences, optimizing engagement. Improved prospect engagement by 42%, enhancing conversion rates.
- Led a team of SDRs that opened 50 new opportunities for AEs.

AltiSales — Colombia Aug 2020 – Jun 2021
Senior Sales Development Representative

- Generated and qualified corporate leads via phone and digital channels. Sourced an \$880K deal, 110% of quota achieved.
- Cold-called prospective clients, scheduling meetings for new business. Consistently maintained a 37% meeting conversion rate.
- Developed call scripts and lead qualification criteria with teams. Maintained team quota attainment of 98%.

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.
- Developed sales playbooks, performance tracking systems, and training programs. Enhanced team performance by 20%.

EDUCATION

Universidad Sergio Arboleda — Colombia
Business Administration, 2020

ADDITIONAL EXPERIENCE

- Reached 120% of quota at ProspectHunter, earning President's Club award. Led team achieving 105% quota in U.S. market.