

Luis
Senior Sales Development Leader - B2B & SaaS
Colombia

Results-driven B2B sales leader with over 8 years of experience and consistent quota surpassing achievements. Closed deals up to \$1.2M in SaaS and enterprise sectors.

SKILLS

Skills: Outbound Sales Strategies • Sales Playbooks • Pipeline Management • Prospect Engagement • Lead Qualification • Market Analysis • Cross-Functional Collaboration • Strategic Partnership Building • Team Leadership • Performance Tracking • CRM Systems (e.g., Salesforce) • Salesforce Automation • Negotiation • Customer Relationship Management • Sales Forecasting

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

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

- Conducted quantitative and qualitative analysis for evaluating new business opportunities. Revealed \$200K USD in potential deals.
- Cultivated new customer relationships aligned with Toshiba's strategy. Increased LATAM market penetration by 25%.
- Evaluated partner requests, enhancing partner quality by 42%, resulting in a 15% increase in partner satisfaction scores.

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

- Initiated sales opportunities through outbound prospecting and lead qualification. Sourced \$1.2M USD deal with U.S. rental car company.
- Achieved quota attainment for 5 consecutive quarters. Maintained 130% success rate.
- Led team of SDRs, opening 50 new opportunities for AEs, resulting in a 20% increase in sales pipeline.

AltiSales — Colombia Aug 2020 – Jun 2021
SR SDR

- Generated and qualified leads through phone and digital channels. Sourced \$880K USD deal with U.S. stadium.
- Maintained an average team quota attainment of 98%. Exceeded team targets by 18%.
- Collaborated with product and sales teams to enhance call scripts. Improved call conversion rate by 20%.

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.

EDUCATION

Universidad Sergio Arboleda — Colombia
Business Administration, 2020

