

Luis

Senior Business Development Leader – SaaS & Retail Tech

Bogotá, Colombia

Accomplished Business Developer with over 5 years of experience in SaaS, known for closing a \$1.2M deal and excelling in strategic partnerships and lead engagement across LATAM.

SKILLS & LANGUAGES

Skills: Sales Development **Languages:** English (Professional)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Bogotá, Colombia

Oct 2023 – Present

Business Development Manager

- Conducted quantitative and qualitative analysis for new business opportunities in LATAM, resulting in a 15% increase in market penetration.
- Engaged and cultivated customer relationships, aligning with Toshiba's strategic goals, leading to a 20% increase in customer retention.
- Sourced a \$200K deal for a major cosmetic brand, expanding market reach.
- Led team of 3 BDRs, driving prospecting and achieving a 25% increase in pipeline growth.

Incode Technologies — Bogotá, Colombia

Jul 2021 – Jan 2022

Senior Business Developer

- Initiated sales opportunities through outbound prospecting and lead qualification.
- Sourced a \$1.2M deal with a U.S. rental car company, exceeding sales targets.
- Achieved quota attainment for 5 consecutive quarters, maintaining consistent performance.

AltiSales — Bogotá, Colombia

Aug 2020 – Jun 2021

Senior SDR

- Drove corporate lead generation through cold-calling and digital channels.
- Sourced an \$880K deal with a U.S. stadium, showcasing high CLO.
- Maintained 98% average quota attainment across the team, ensuring high productivity.

Veridas — Bogotá, Colombia

Jan 2022 – Jul 2023

Sales Development Manager

- 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 — Business Degree, Bogotá, Colombia, 2020

ADDITIONAL EXPERIENCE

Led a team of SDRs to consistent quota achievements and participated in industry forums as a subject matter expert.