

# Luis Chavez.

## PROFILE

Experience as an SR SDR, BDR, and Account executive, Passion for enterprise sales and building new partnerships!

## WORK EXPERIENCE

### Business Development

#### Toshiba Global Commerce Solutions | 10/2023 - Present | Bogotá, Colombia

- Conducted quantitative and qualitative analysis to evaluate the potential of new business and channel opportunities based on geographical factors and other parameters.
- Identified, reached out, engaged, and cultivated new customer relationships in LATAM in alignment with Toshiba's strategy.
- Evaluated and prioritized all incoming partner requests in the region.
- Collaborated with cross-functional teams to achieve key business objectives, channel revenue targets, and product enhancement initiatives.
- Represented Toshiba as a subject matter expert at industry events and forums.
- **Key Achievements:**
  - Sourced a **\$200K** deal for a major cosmetic brand.
  - Led a team of **3 BDRs**, optimizing prospecting and pipeline growth.

### Sales Development Manager

Veridas | 01/2022 - 07/2023

- 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.

## WORK EXPERIENCE

- Managed performance metrics, ensuring high SDR productivity and success rates.
- **Key Achievements:**
  - Maintained an **average quota attainment of 98%** across the team.
  - Sourced an **\$880K deal** with a U.S. stadium.

### Senior Business Developer

#### Incode Technologies | 07/2021 - 01/2022

- Initiated sales opportunities with outbound prospecting, qualifying inbound leads, and working closely with the field sales team to define and execute account strategies.
- Collaborated with marketing and sales teams to optimize lead qualification processes.
- Developed and refined sales outreach sequences, improving prospect engagement.
- Provided strategic insights on pipeline management to drive higher conversion rates.
- **Key Achievements:**
  - Sourced a **\$1.2M deal** with a U.S. rental car company.
  - Achieved **quota attainment for 5 consecutive quarters.**
  - Led a team of SDRs that opened **50 new opportunities** for AEs.

### SR SDR

#### AltiSales | 08/2020 - 06/2021 | Bogotá, Colombia

- Responsible for driving the generation and qualification of corporate leads through phone calls and digital channels.
- Cold-called prospective clients via telephone, scheduling meetings to generate new business opportunities.
- Worked directly with product, marketing, and sales teams to develop call scripts, lead qualification criteria, and related materials.

## WORK EXPERIENCE

- Prepared reports, bids, studies, and presentations, supporting commercial actions derived from client interactions.
- Actively participated in marketing initiatives, both in-person and digital.
- **Key Achievements:**
  - Reached **120% of quota** and earned a **President's Club award**.
  - Led a team of SDRs that consistently achieved **95-105% quota attainment** in the **U.S. market**.

### **BDR**

#### **ProspectHunter**

- 02/2018 - 12/2018

#### **Account Executive Strategic Properties**

- 03/2014 - 09/2017

## EDUCATION

### **Universidad Sergio Arboleda**

01/2015 - 12/2020