

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

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Senior Business Developer with over 8 years of experience in SaaS & FinTech, achieving 120%+ quota attainments and leading cross-functional teams to success.

## SKILLS

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**Skills:** Business Development • Sales Strategy • Lead Generation • Account Management • Pipeline Management • Relationship Building • Performance Optimization • Market Analysis • Outbound Prospecting • Sales Playbook Development • Sales Training • Cross-functional Collaboration • CRM Strategy • Negotiation • Strategic Planning

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

## PROFESSIONAL EXPERIENCE

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**Toshiba Global Commerce Solutions** — Colombia

Oct 2023 – Present

*Business Development*

- Conducted quantitative and qualitative analysis to evaluate the potential of new business and channel opportunities based on geographical factors, optimizing strategic entry points into new LATAM markets. \$200K deal sourced | Strategic entry into new LATAM markets
- Identified, reached out, engaged, and cultivated new customer relationships in LATAM in alignment with Toshiba's strategy, significantly enhancing market footprint. Increased regional footprint by 35%
- Evaluated and prioritized all incoming partner requests in the region, streamlining partnership processes and increasing partner quality. Improved partner quality by 42%
- Collaborated with cross-functional teams to achieve key business objectives, channel revenue targets, and product enhancement initiatives, contributing to an integrated business growth strategy. Channel revenue targets met | Enhanced product initiatives | Achieved 15% increase in cross-departmental project efficiency
- Represented Toshiba as a subject matter expert at industry events and forums, establishing the company as a thought leader in technology solutions. 5 major industry events | Increased brand visibility
- Sourced a \$200K deal for a major cosmetic brand, showcasing strategic sales initiatives leading to new client acquisitions.
- Led a team of 3 BDRs, optimizing prospecting and pipeline growth through targeted coaching and effective strategy implementation. Increased pipeline by 47% | Team productivity boosted by 30%

**Incode Technologies** — N/A

Jul 2021 – Jan 2022

*Senior Business Developer*

- Initiated sales opportunities with outbound prospecting, qualifying inbound leads, and working closely with the field sales team to define and execute account strategies effectively. Achieved \$1.2M deal | 5 consecutive quarters quota attainment
- Collaborated with marketing and sales teams to optimize lead qualification processes, enhancing lead conversion rates significantly. Improved lead conversions by 25%
- Developed and refined sales outreach sequences, improving prospect engagement through targeted and personalized communication. Engagement rates increased by 38%
- Provided strategic insights on pipeline management to drive higher conversion rates and capture key market opportunities. Conversion rates increased by 30%
- Sourced a \$1.2M deal with a U.S. rental car company, demonstrating strategic engagement with high-value prospects for significant business growth.

Presented by



**AltiSales** — Colombia

Aug 2020 – Jun 2021

### SR SDR

- Drove the generation and qualification of corporate leads through phone calls and digital channels, achieving high productivity and success rates. Average quota attainment of 98%
- Conducted cold calls to prospective clients, effectively scheduling meetings to generate new business opportunities and expand market reach. Scheduled 120+ meetings | 85% increase in new opportunities
- Worked directly with product, marketing, and sales teams to develop call scripts, lead qualification criteria, and related materials to improve engagement. Increased script effectiveness by 40%
- Sourced an \$880K deal with a U.S. stadium, utilizing exceptional prospecting skills to secure high-value contracts.

**Veridas** — LATAM & U.S.

Jan 2022 – Jul 2023

*Sales Development Manager*

- Led and coached a team of 8 SDRs covering the LATAM and U.S. markets, designing outbound sales strategies and optimizing workflows for efficiency. Team quota attainment of 95-105%
- Developed sales playbooks, performance tracking systems, and training programs to enhance team productivity. Increased team productivity by 20%

### EDUCATION

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**Universidad Sergio Arboleda** — Colombia

Business Administration, 2020

### ADDITIONAL EXPERIENCE

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- Led a team of SDRs at ProspectHunter to 95-105% quota attainment in the U.S. market, participating in various marketing initiatives.