

Luis
Strategic Business Development Manager - SaaS & Technology Sales
Colombia

Strategic Sales Leader in SaaS and Tech with 10+ years of experience driving \$1.2M+ deals, achieving 132% quota attainment, and leading cross-functional teams to enhance market penetration by 20%.

SKILLS

Skills: Outbound Sales Strategies • Lead Qualification • Account Management • Customer Relationship Building • Pipeline Management • Market Analysis • Deal Sourcing • Sales Playbook Development • Quota Attainment Strategies • Team Coaching • Performance Tracking • Training Program Development • SDR Management • Team Optimization • AutoCAD

Languages: English (C2); Portuguese (Native)

PROFESSIONAL EXPERIENCE

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, contributing to regional strategic decisions. \$4.2M in potential opportunities identified
- Identified, reached out, engaged, and cultivated new customer relationships in LATAM aligning with Toshiba's strategy, expanding the customer base by 35%.
- Evaluated and prioritized incoming partner requests, ensuring alignment with business goals and regional requirements, enhancing partner quality by 42%.
- Collaborated with cross-functional teams to achieve key business objectives, surpassing channel revenue targets and spearheading product enhancement initiatives, resulting in a 15% increase in cross-departmental efficiency.
- Represented Toshiba as a subject matter expert at industry events, elevating brand presence and building strategic networks. 3 major industry events attended | Increased brand presence by 20%
- Sourced and closed a \$200K deal for a major cosmetic brand within Q1, showcasing tactical prospecting skills and market understanding.
- Led a team of 3 BDRs, optimizing prospecting approaches and significantly boosting pipeline growth by 30%.

Incode Technologies — Colombia

Jul 2021 – Jan 2022

Senior Business Developer

- Initiated sales opportunities through precise outbound prospecting and qualifying inbound leads, closely collaborating with field sales to finalize account strategies. \$1.2M deal sourced
- Collaborated with marketing and sales teams to optimize lead qualification processes, increasing conversion rates and reducing churn by 22%.
- Developed and refined sales outreach sequences which elevated prospect engagement, achieving a 28% increase in meeting scheduling.
- Provided strategic insights on pipeline management, driving a 15% higher conversion rate aiding in systematic sales cycle acceleration.
- Led a team of SDRs, successfully opening 50 new opportunities for AEs, demonstrating effective leadership and tactical organization.
- Achieved quota attainment for five consecutive quarters, showcasing consistent performance and goal orientation. 132% average quota attainment

Presented by



Altisales — Colombia

Aug 2020 – Jun 2021

Senior SDR

- Drove lead generation and qualification through phone and digital channels, accelerating business opportunities by 45%.
- Performed cold-calls to prospective clients, successfully scheduling meetings that generated significant business prospects. Scheduled 150+ meetings
- Collaborated with product, marketing, and sales teams to innovate call scripts and lead qualification processes, boosting lead conversion by 30%.
- Managed performance metrics leading to high SDR productivity and maintained an average quota attainment rate of 98%.
- Played a key role in sourcing an \$880K deal with a U.S. stadium, affirming the market relevance and outreach effectiveness.

Veridas — Colombia

Jan 2022 – Jul 2023

Sales Development Manager

- Led and coached a team of 8 SDRs covering the LATAM and U.S. markets, achieving a 25% increase in team productivity.
- Designed outbound sales strategies and optimized workflows, resulting in a 30% improvement in lead conversion rates.
- Developed sales playbooks, performance tracking systems, and training programs, enhancing overall sales effectiveness by 40%.

EDUCATION

Universidad Sergio Arboleda — Colombia

Business Administration, 2020

Relevant coursework in International Business

ADDITIONAL EXPERIENCE

- Contributed to local community digital literacy programs, helping 200+ individuals improve basic computer skills.