

Luis
Senior Business Development Leader - SaaS & Retail Tech
Colombia

Senior business developer with 10+ years in SaaS & retail, driving \$1.2M deals, 28% pipeline growth, and recognized for strategic market expansion and partnership development.

SKILLS

Skills: Business Development • Sales Strategy • Outbound Sales • Lead Generation • Pipeline Management • Team Leadership • Performance Analysis • Account Strategy • Prospect Engagement • CRM Management • Client Relationship Building • Revenue Target Achievement • Salesforce • HubSpot • LinkedIn Sales Navigator

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia

Oct 2023 – Present

Business Development

- Conducted comprehensive quantitative and qualitative analysis to evaluate new business and channel opportunities, aligning with strategic geographical factors, resulting in a 35% increase in LATAM market engagement.
- Identified and cultivated new customer relationships across LATAM, aligning with Toshiba's strategic goals, leading to a significant pipeline addition of \$450K USD within the first quarter.
- Evaluated over 50 incoming partner requests and prioritized key opportunities, improving regional partner quality by 30% through a streamlined vetting process.
- Collaborated with cross-functional teams, achieving key business objectives, boosting channel revenue targets by 20%, and enhancing product initiatives.
- Expertly represented Toshiba as a subject matter expert at industry events and forums, enhancing brand visibility and establishing industry thought leadership, resulting in a 15% increase in brand recognition.
- Sourced a \$200K USD deal with a major cosmetic brand, showcasing successful collaboration with internal teams to deliver tailored solutions and secure commitments.
- Led a team of 3 BDRs, significantly enhancing prospecting efforts and achieving a 42% increase in qualified pipeline growth within 6 months.

Incode Technologies — Remote

Jul 2021 – Jan 2022

Senior Business Developer

- Initiated high-impact sales opportunities through meticulous outbound prospecting and inbound lead qualification, collaborating closely with field sales to execute targeted account strategies.
- Worked in synergy with marketing and sales teams to refine lead qualification processes, resulting in a 22% uplift in conversion rates from MQL to SQL.
- Developed and refined outreach sequences, significantly improving prospect engagement and achieving a 15% higher response rate.
- Provided strategic insights on pipeline management, directly contributing to a 38% reduction in sales cycle duration, boosting overall closure rates.
- Successfully sourced and closed a \$1.2M USD deal with a major U.S. rental car company, surpassing quarterly targets.
- Consistently achieved quota attainment for 5 consecutive quarters, maintaining top performance metrics within the sales team.
- Led a team of SDRs who generated 50 new opportunities for AEs, resulting in a 30% growth in high-quality pipeline.

Presented by  **near**

SR SDR

- Drove lead generation and qualification through advanced digital channels and strategic cold-calling, significantly increasing qualified lead volume by 45%.
- Cold-called prospective clients, successfully setting over 30% of scheduled meetings into actionable business opportunities each quarter.
- Collaborated with product, marketing, and sales teams to develop effective call scripts and qualification criteria, enhancing lead quality by 25%.
- Managed key performance metrics to ensure high SDR productivity, achieving a 98% average quota attainment across the team.
- Successfully sourced an \$880K USD deal with a U.S. stadium, demonstrating strong influence over high-stakes negotiations.

ProspectHunter — Remote

Feb 2018 – Dec 2018

BDR

- Executed targeted outreach campaigns, enhancing lead acquisition effectiveness across diverse sectors, resulting in significant opportunity funnel expansion.
- Consistently exceeded sales targets, achieving 105% quota attainment, through diligent prospecting and relationship-building strategies.
- Contributed strategically to inter-departmental marketing initiatives, effectively bolstering overall brand engagement and visibility.

Strategic Properties — Remote

Mar 2014 – Sep 2017

Account Executive

- Prepared detailed reports, bids, and presentations to support commercial actions, enhancing client interaction efficiency and satisfaction by 30%.
- Actively engaged in both in-person and digital marketing initiatives, successfully boosting brand recognition and driving new business inquiries by 25%.
- Effectively led a team of SDRs to consistently achieve 95%-105% quota attainment in the competitive U.S. market, earning a President's Club award.

EDUCATION

Universidad Sergio Arboleda — Colombia

International Business, 2020

GPA: 3.8