

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

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Expert SaaS & Retail Tech BDR leader with over 10 years of experience, consistently exceeding quotas by 28%+. Proven track record sourcing \$1.2M+ deals and driving pipeline growth.

## SKILLS

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**Skills:** Sales Strategy Development • Outbound Sales Tactics • Lead Generation • Account Management • Channel Development • Pipeline Management • Sales Playbook Design • Training Program Development • Market Analysis • Performance Tracking • Client Relationship Building • Cross-functional Collaboration • CRM Systems (e.g., Salesforce) • Salesforce Automation • Negotiation

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

## PROFESSIONAL EXPERIENCE

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**Toshiba Global Commerce Solutions** — Colombia Oct 2023 – Present  
*Business Development Manager*

- Conducted comprehensive qualitative and quantitative analysis evaluating \$4.2M in potential business and channel opportunities considering geographical and strategic parameters.
- Established and cultivated new customer relationships across LATAM, driving a 32% increase in pipeline volume aligned with Toshiba's strategic growth goals.
- Evaluated and prioritized 50+ partner requests, refining selection criteria to enhance partner quality by 40% and directly supporting revenue targets.
- Collaborated across sales, marketing, and product teams to achieve \$1.5M in channel revenue targets and drove product enhancements by 20%, resulting in a 15% increase in customer satisfaction scores.
- Represent Toshiba as a subject matter expert at 10+ industry events and forums, strengthening brand presence and expert reputation.
- Spearheaded a strategic focus leading to sourcing a \$200K deal for a major cosmetic industry player within six months.
- Led and optimized a team of 3 BDRs, achieving 28% YOY pipeline growth in highly competitive markets.

**Incode Technologies** — Colombia Jul 2021 – Jan 2022  
*Senior Business Developer*

- Initiated and closed sales opportunities through outbound prospecting, qualifying leads, and formulating account strategies, achieving a \$1.2M deal with a top U.S. rental car company.
- Collaborated with field teams and marketing to refine and optimize lead qualification, resulting in a 30% increase in conversion rates.
- Developed innovative sales outreach sequences, optimizing prospecting techniques by 25% for better engagement.
- Provided strategic insights that drove a 22% increase in pipeline management efficiencies, facilitating higher conversion rates.
- Consistently achieved quota attainment for 5 consecutive quarters, maintaining 135% of targets.
- Led a team of SDRs that successfully opened 50 new opportunities, exceeding quarterly targets by 40%.

**Altisales** — Colombia Aug 2020 – Jun 2021  
*Senior Sales Development Representative*

- Generated qualified corporate leads through strategic phone outreach and digital channels, maintaining a 37% connect-to-meeting conversion rate.

Presented by

- Executed high-volume cold calls to prospective clients, securing 68 new business meetings, driving new opportunities for the sales team.
- Collaborated with cross-functional teams to develop comprehensive call scripts, lead qualification criteria, increasing lead quality by 25%.
- Managed performance metrics, enhancing SDR productivity by 30% and driving average quota attainment to 98%.
- Sourced a significant \$880K deal with a U.S. stadium, securing a high-impact client win in the sports entertainment industry.

**Veridas** — Colombia

Jan 2022 – Jul 2023

*Sales Development Manager*

- Led and coached a team of 8 SDRs covering LATAM and U.S. markets, achieving a 25% increase in team efficiency.
- Designed outbound sales strategies and optimized workflows, resulting in a 30% increase in lead conversion rates.
- Developed sales playbooks, performance tracking systems, and training programs that improved sales team performance by 20%.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia

International Business, 2020