

Luis
Senior Business Developer - SaaS & Enterprise Sales
Colombia

Accomplished business developer with over 10 years of experience in SaaS & FinTech. Specializes in exceeding sales targets and strategic partnerships, with a proven track record of securing \$1.2M deals.

SKILLS

Skills: Sales Development • Business Development • Team Leadership • Outbound Prospecting • Lead Qualification • Pipeline Management

Languages: English (Fluent); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia Oct 2023 - Present

Business Development Manager

- Conducted quantitative and qualitative analysis to evaluate new business and channel opportunities, resulting in a 15% increase in channel efficiency.
- Identified and cultivated new customer relationships in LATAM, aligned with Toshiba's strategy, leading to a 20% increase in customer base.
- Evaluated and prioritized partner requests, optimizing them for business growth.
- Sourced a \$200K deal for a major cosmetic brand, enhancing revenue streams.
- Led a team of 3 BDRs, optimizing prospecting and pipeline growth.

Veridas — Colombia Jan 2022 - Jul 2023

Sales Development Manager

- Led and coached a team of 8 SDRs, focusing on LATAM and U.S. markets.
- Designed outbound sales strategies and optimized workflows for efficiency.
- Developed sales playbooks and performance tracking systems.

Incode Technologies — Colombia Jul 2021 - Jan 2022

Senior Business Developer

- Initiated and qualified sales opportunities, achieving \$1.2M deal with a U.S. rental car company.
- Collaborated with marketing and sales to optimize lead qualification.

AltiSales — Colombia Aug 2020 - Jun 2021

Senior SDR

- Generated and qualified corporate leads through phone calls and digital channels.

EDUCATION

Universidad Sergio Arboleda — Colombia

Business Administration, 2020