

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

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Proven Business Development leader with over 10 years of experience in SaaS and Retail Tech, exceeding \$200K+ deals and streamlining sales strategies. Specializes in market expansion and strategic partnerships.

## SKILLS

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**Skills:** First Principle Estimating • Bill of Quantities (BOQ) • Tender Documents • Quantity Take-Off • AutoCAD • Civil Construction

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

## PROFESSIONAL EXPERIENCE

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

- Conducted quantitative and qualitative market evaluations to uncover business opportunities. Identified \$200K new deal opportunities | Increased market share by 15% in LATAM region
- Developed and nurtured customer relationships to align with Toshiba's strategy across LATAM. Cultivated 12 strategic partnerships with 35% conversion to opportunities
- Prioritized partner requests and collaborated across teams to achieve revenue goals. Achieved 42% increase in qualified partners
- Represented Toshiba as a subject matter expert at industry events, enhancing brand visibility.

**Veridas** — Colombia Jan 2022 - Jul 2023  
*Sales Development Manager*

- Led and coached a team of 8 SDRs covering LATAM and U.S. markets, enhancing performance. Improved team quota attainment to 115% | Reduced sales cycle by 20% through optimized workflows
- Designed and implemented outbound sales strategies optimizing workflows for efficiency. Reduced SDR ramp time by 25%
- Developed sales playbooks, performance tracking systems, and training programs. Increased SDR productivity by 32%

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

- Initiated sales opportunities through outbound prospecting, achieving high conversion rates. Sourced \$1.2M USD deal
- Collaborated with marketing and sales teams to refine lead qualification processes. Improved conversion rates by 25%

**AltiSales** — Colombia Aug 2020 - Jun 2021  
*Senior SDR*

- Drove lead generation and qualification through phone calls and digital channels. Maintained 98% quota attainment
- Developed call scripts and lead qualification criteria in collaboration with teams. Improved lead conversion by 15%

**ProspectHunter** — Colombia Feb 2018 - Dec 2018  
*BDR*

- Engaged in corporate lead generation and management, enhancing sales cycles. Reached 120% of quota
- Actively participated in in-person and digital marketing initiatives. Earned President's Club award