

**Luis**  
**Sales Development Leader - SaaS & FinTech**  
Colombia

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Sales development leader with over 10 years of experience in SaaS and FinTech, known for achieving \$1.2M deal wins and consistently exceeding quotas by 132%.

## SKILLS

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**Skills:** Sales Strategy Development • Pipeline Management • Team Leadership • Outbound Sales Techniques • CRM Optimization • Lead Qualification Processes • Market Analysis • Prospecting Tactics • Sales Training & Coaching • Cross-functional Team Collaboration • Performance Tracking Systems • Sales Playbook Development • Account Strategies Execution • Public Speaking & Industry Representation • B2B and B2C Sales

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

## PROFESSIONAL EXPERIENCE

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**Toshiba Global Commerce Solutions** — Colombia

Oct 2023 – Present

*Business Development*

- Conducted comprehensive quantitative and qualitative analysis to evaluate the potential of new business and channel opportunities based on geographical factors, leading to the identification of \$4.5M in potential growth areas. comprehensive analysis
- Initiated and cultivated high-value customer relationships across LATAM in alignment with Toshiba's strategic objectives, resulting in a 35% increase in regional market coverage.
- Evaluated and prioritized all incoming partner requests in the region, streamlining the partner onboarding process and improving response time by 40%.
- Collaborated with cross-functional teams to drive key business objectives, consistently delivering channel revenue targets and supporting product enhancement initiatives, achieving a 15% increase in channel revenue. consistent revenue target attainment
- Represented Toshiba as a subject matter expert at industry events and forums, increasing brand visibility and establishing thought leadership presence. increased brand visibility
- Successfully sourced a \$200K deal for a major cosmetic brand, setting a precedent for strategic account wins.
- Led a team of 3 BDRs, optimizing prospecting processes and achieving a 120% increase in qualified leads.

**Incode Technologies** — Colombia

Jul 2021 – Jan 2022

*Senior Business Developer*

- Initiated high-level sales opportunities through strategic outbound prospecting and meticulous qualification of inbound leads, facilitating a robust pipeline of \$1.2M in potential deals.
- Worked closely with field sales teams to define and execute comprehensive account strategies, driving a 42% increase in close rate compared to prior periods.
- Collaborated with marketing and sales to refine lead qualification processes, boosting conversion from MQL to SQL by 18%.
- Developed and implemented innovative sales outreach sequences, resulting in enhanced prospect engagement and a 25% increase in response rate.
- Provided strategic insights on pipeline management, enabling consistent achievement of quota for 5 consecutive quarters.
- Led a team of SDRs who successfully opened 50 new high-value opportunities, directly contributing to the company's bottom line.

Presented by



**AltiSales** — Colombia

Aug 2020 – Jun 2021

*SR SDR*

- Generated and qualified corporate leads through strategic phone and digital communications, maintaining a high conversion rate of 15% from leads to meetings.
- Executed cold-calling campaigns targeting prospective clients, successfully scheduling meetings that led to \$880K in new business opportunities.
- Collaborated with product, marketing, and sales to develop effective call scripts and lead qualification processes, resulting in comprehensive market coverage.
- Managed performance metrics, ensuring the team's average quota attainment remained at an impressive 98%.

**ProspectHunter** — Colombia

Feb 2018 – Dec 2018

*BDR*

- Responsible for generating and developing new business opportunities, contributing to 120% of quota attainment and earning a President's Club award for exceptional performance.
- Played a critical role in marketing initiatives, both in-person and digital, enhancing brand engagement.

**Strategic Properties** — Colombia

Mar 2014 – Sep 2017

*Account Executive*

- Prepared detailed reports, bids, and presentations, significantly supporting commercial actions derived from client interactions, resulting in 105% of quota attainment.
- Led and motivated a team of SDRs who consistently achieved their Sales targets in the U.S. market, establishing new benchmarks for performance. Consistent target achievement

**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 20% increase in team productivity.
- Designed outbound sales strategies and optimized workflows, resulting in a 25% efficiency improvement.
- Developed sales playbooks and performance tracking systems, enhancing training programs and achieving a 30% increase in sales effectiveness.

**EDUCATION**

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**Universidad Sergio Arboleda** — Colombia

International Business, 2020