

Luis
Senior Business Developer - LATAM & U.S. Markets
Colombia

Strategic business developer with over 5 years of experience focusing on LATAM and U.S. markets, achieving \$1.2M in new deals.

SKILLS

Skills: Business Development • Sales Strategy • Outbound Sales • Lead Qualification • Pipeline Management • Cross-functional Collaboration • Customer Relationship Management • Performance Analysis • Sales Playbooks • Report Generation • Market Expansion • Partnership Building • Negotiation • Market Analysis • Strategic Planning

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia

Oct 2023 – Present

Business Development

- Conducted comprehensive quantitative and qualitative analyses to evaluate and prioritize new business and channel opportunities across diverse LATAM regions, directly impacting strategic decision making. Increased efficiency by 25% | Identified \$4.2M in potential revenue
- Developed robust strategies for seeking out and engaging new customer relationships in LATAM, aligning with Toshiba's overarching business strategy to increase market share. Cultivated 12 new enterprise relationships | 35% conversion rate
- Evaluated and prioritized partner requests, optimizing resource allocation and enhancing collaboration efficiency. Reduced response time by 20%
- Collaborated with cross-functional teams, achieving key business objectives such as revenue targets, and executing product enhancement initiatives. Contributed to 15% growth in channel revenue | Successful execution of 5 product upgrades
- Represented Toshiba as a subject matter expert at high-visibility industry events and forums, enhancing brand prestige and networking extensively. Resulting in 15% increase in brand engagement
- Sourced significant deals including a \$200K contract for a major cosmetic brand, expanding Toshiba's footprint in new sectors. 27% increase in non-traditional sales channels
- Led a team of 3 BDRs to optimize prospecting processes, significantly enhancing pipeline growth and conversion rates. Achieved 42% increase in quarterly pipeline | Maintained top team status with 108% quota attainment

Incode Technologies — Colombia

Jul 2021 – Jan 2022

Senior Business Developer

- Pioneered sales opportunities through strategic outbound prospecting and precision qualifying of inbound leads, closely working with field sales to tailor account strategies. Increased lead conversion by 38% | Generated \$1.2M deal with a leading U.S. rental car company
- Optimized lead qualification processes in tandem with marketing, enhancing lead nurturing and boosting prospect engagement rates. Improved MQL to SQL conversion by 17%
- Developed and refined sales outreach sequences, leading to improved engagement and execution accuracy.
- Provided strategic insights on pipeline management, significantly driving up conversion rates through enhanced analytics.
- Achieved consistent quota attainment for 5 consecutive quarters, marking sustained high performance in a competitive environment. Consistently achieved 132% of quota

- Led a team of SDRs to successfully open 50 new opportunities for AEs, expanding the breadth of potential revenue streams.

AltiSales — Colombia

Aug 2020 – Jun 2021

Senior SDR

- Drove the generation and qualification of corporate leads through strategic phone calls and targeted digital channels. Generated 60 qualified leads monthly | Achieved 98% quota attainment
- Cold-called prospective clients via telephone, successfully scheduling meetings and generating new business opportunities.
- Collaborated directly with product, marketing, and sales teams to develop high-impact call scripts, lead qualification criteria, and related materials.
- Managed key performance metrics ensuring high productivity and success rates among the SDR team.
- Secured an \$880K deal with a major U.S. stadium, enhancing AltiSales' industry credibility. 19% increase in large-scale deals

ProspectHunter — Colombia

Feb 2018 – Dec 2018

BDR

- Prepared in-depth reports, comprehensive bids, and dynamic presentations supporting commercial actions derived from client interactions. Increased proposal win rate by 12%
- Actively engaged in marketing initiatives, both in-person and digital, enhancing brand visibility and outreach.
- Reached 120% of the quota, earning a President's Club award for exceptional sales performance. Exceeded team average by 24%
- Led a team of SDRs that consistently achieved 95-105% quota attainment within the U.S. market.

Strategic Properties — Colombia

Mar 2014 – Sep 2017

Account Executive

- Managed complex sales cycles from identification to closure, specializing in property technology solutions.
- Developed and executed strategic account management plans, achieving substantial client retention rates. Maintained 92% client retention over tenure
- Built and maintained strong client relationships, ensuring continuous engagement and satisfaction.

Veridas — Colombia

Jan 2022 – Jul 2023

Sales Development Manager

- Led and coached a team of 8 SDRs covering the LATAM and U.S. markets, designed outbound sales strategies, and optimized workflows for efficiency. Improved team efficiency by 30% | Achieved 120% of team quota
- Developed sales playbooks, performance tracking systems, and training programs.

EDUCATION

Universidad Sergio Arboleda — Colombia

International Business, 2020

ADDITIONAL EXPERIENCE

- Active participant in community-driven sales forums and mentorship programs aimed at supporting aspiring sales professionals in LATAM.

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