

Luis
Senior Business Development Leader - SaaS & Tech
Colombia

Accomplished sales leader with over 10 years of experience in SaaS and tech, driving \$1.4M+ in deals across LATAM, and consistently exceeding sales targets by 20%.

SKILLS

Skills: Business Development • Sales Strategy • Team Leadership • Pipeline Management • Outbound Prospecting • Cross-functional Collaboration • Market Analysis • Account Management • Relationship Building • Lead Generation • Deal Sourcing • Strategic Partnerships • Sales Performance Tracking • Training Programs • CRM Systems

Languages: English (Fluent); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia

Oct 2023 – Present

Business Development

- Conducted comprehensive quantitative and qualitative analysis to evaluate the viability of new business and channel opportunities based on extensive geographical data and market dynamics, resulting in a 15% increase in market penetration.
- Identified and engaged new customer relationships across LATAM, achieving alignment with Toshiba's strategic objectives, leading to a 20% increase in customer base.
- Evaluated and prioritized an influx of partner requests, enhancing partnership quality and maximizing revenue opportunities in the region, which contributed to a 10% increase in regional revenue.
- Collaborated effectively with cross-functional teams to drive key business objectives, channel revenue targets, and product enhancement initiatives.
- Represented Toshiba as a subject matter expert at major industry events and forums, strengthening brand presence and industry influence.
- Sourced a significant \$200K deal for a major cosmetic brand, leveraging strategic negotiation and industry insight.
- Led a team of 3 BDRs, optimizing prospecting workflows and contributing to substantial pipeline growth.

Incode Technologies — Colombia

Jul 2021 – Jan 2022

Senior Business Developer

- Initiated and developed sales opportunities through targeted outbound prospecting and qualification of inbound leads, working closely with the field sales team to execute effective account strategies.
- Collaborated with marketing and sales teams to streamline lead qualification processes, improving the efficiency and effectiveness of the sales pipeline.
- Developed and refined high-impact sales outreach sequences, significantly increasing prospect engagement and conversion rates.
- Provided strategic pipeline management insights to enhance conversion rates, contributing to overall sales success.
- Successfully sourced a \$1.2M deal with a U.S. rental car company, exemplifying strong sales acumen and market penetration.
- Consistently achieved quota attainment for 5 consecutive quarters, surpassing sales goals and driving revenue growth.
- Led a team of SDRs that opened 50 new opportunities, facilitating substantial growth for Account Executives.

Altisales — Colombia

Presented by  **near**

Aug 2020 – Jun 2021

SR SDR

- Drove the generation and qualification of corporate leads through strategic phone calls and digital channels, optimizing lead flow and conversion.
- Conducted numerous cold calls to prospective clients, successfully scheduling meetings to create new business opportunities.
- Collaborated directly with product, marketing, and sales teams to develop effective call scripts and lead qualification criteria.
- Managed performance metrics diligently, ensuring high SDR productivity and contributing to team success rates.
- Maintained an impressive average quota attainment of 98% across the team, demonstrating strong performance and consistency.
- Sourced an impressive \$880K deal with a U.S. stadium, highlighting exceptional prospecting and negotiation skills.

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.
- Developed sales playbooks, performance tracking systems, and training programs.

EDUCATION

Universidad Sergio Arboleda — Colombia

Business Administration, 2020

ADDITIONAL EXPERIENCE

- Actively participated in market research initiatives, developing insights that informed strategic business decisions.