

**Luis**  
**Senior Business Development Manager - LATAM & US Markets**  
Colombia

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Dynamic business developer with over 5 years of experience in SaaS, driving \$1.2M deals and consistently exceeding quotas by 120% regionally. Specialized in building RMSE relationships and strategic market

## SKILLS

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**Skills:** Sales Development • Outbound Strategies • Pipeline Management • Partnership Building • Cross-functional Collaboration • Lead Qualification

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

## PROFESSIONAL EXPERIENCE

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

- Identified, engaged, and cultivated new customer relationships in LATAM aligning with strategy. \$200K deal for major cosmetic brand
- Evaluated and prioritized partner requests, enhancing partner quality by 15%. \$200K deal for major cosmetic brand
- Collaborated cross-functionally to achieve business objectives and enhance products. \$200K deal for major cosmetic brand
- Led a team of 3 BDRs to optimize prospecting and achieve 25% pipeline growth. \$200K deal for major cosmetic brand

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

- Sourced a \$1.2M deal with a U.S. rental car company, driving high MRR.
- Achieved quota attainment for 5 consecutive quarters.
- Led SDR team to open 50 new opportunities for AEs.

**AltiSales** — Colombia Aug 2020 – Jun 2021  
*Senior Sales Development Representative*

- Maintained an average quota attainment of 98% across the team.
- Sourced an \$880K deal with a U.S. stadium, boosting vertical revenue.

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

- Led and coached a team of 8 SDRs covering LATAM and U.S. markets.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia  
Business Administration, 2020  
Graduated with honors

## ADDITIONAL EXPERIENCE

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- Active volunteer at local business mentorship programs, providing sales strategy insights to startups.