

**Luis**  
**Sales Development Manager - SaaS & LATAM Expert**  
Colombia

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Sales leader with over 5 years of experience in SaaS and LATAM markets, achieving \$1.2M deals and 120% quota.

## SKILLS

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**Skills:** Sales Strategy • Outbound Sales • Lead Generation • Pipeline Management • Performance Tracking • Team Leadership

**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 analysis to evaluate new business opportunities, resulting in a 15% increase in qualified leads.
- Identified and cultivated new customer relationships in LATAM, aligning with Toshiba's strategy, leading to a 20% increase in market penetration.
- Evaluated over 40 incoming partner requests to prioritize high-potential collaborations.
- Sourced a \$200K deal for a major cosmetic brand, enhancing revenue growth.
- Led a team of 3 BDRs to optimize prospecting and pipeline growth by 35%.

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

- Initiated sales opportunities with outbound prospecting and qualified inbound leads, resulting in a 30% increase in conversion rates.
- Collaborated with marketing to improve lead qualification, boosting conversion rates by 25%.
- Developed outreach sequences, improving prospect engagement by 42%.

**AltiSales** — Colombia Aug 2020 – Jun 2021  
*SR SDR*

- Drove generation and qualification of corporate leads through digital channels.
- Cold-called prospective clients, scheduling meetings for new business opportunities.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia  
Strategy, 2020

## ADDITIONAL EXPERIENCE

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- Led a team at ProspectHunter to 120% quota, earning a President's Club award.