

Luis
Senior Business Development Leader - SaaS & Retail Tech
Colombia

Proven leader with over 10 years of experience in SaaS and Retail Tech, specializing in business development and strategic partnerships with \$1.2M deal wins and consistent quota achievement.

SKILLS

Skills: Business Development • Sales Strategy • Lead Generation • Pipeline Management • Outbound Sales • Team Leadership • Strategic Partnerships • Market Analysis • Customer Relationship Management • Cross-functional Collaboration • Performance Tracking • Sales Playbooks Development • CRM Systems • Salesforce • Negotiation

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

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

- Conducted extensive quantitative and qualitative analysis to evaluate new business and channel opportunities based on geographical factors, resulting in \$200K deal sourcing with a major cosmetic brand.
- Identified and cultivated numerous customer relationships across LATAM aligned with strategic corporate goals, leading to increased regional engagement by 35%.
- Evaluated and prioritized incoming partner requests, improving partner integration quality by 42% using a structured evaluation process.
- Collaborated cross-functionally to meet key business objectives, channel revenue targets, and support product enhancement initiatives, contributing to a 28% growth in channel revenue.
- Represented Toshiba as a subject matter expert at industry events, enhancing brand perception and establishing three strategic partnerships.
- Managed a team of 3 BDRs, optimizing their prospecting strategies, which resulted in a 20% increase in pipeline growth.

Veridas — Remote Jan 2022 – Jul 2023
Sales Development Manager

- Led and coached a team of 8 SDRs operating in LATAM and U.S. markets, achieving an average quota attainment of 115% over five consecutive quarters.
- Designed and implemented innovative outbound sales strategies and workflows, driving efficiency improvements that reduced prospecting time by 25%.
- Developed comprehensive sales playbooks and performance tracking systems, resulting in an increase in SDR productivity by 30% within the first three months.
- Created and executed training programs that enhanced SDR skills and knowledge, contributing to a 42% improvement in lead conversion rates.

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

- Initiated and executed innovative sales opportunities through targeted outbound prospecting and effective qualification of inbound leads, leading to a \$1.2M deal with a U.S. rental car company. 5-quarter quota attainment
- Collaborated closely with marketing to improve lead qualification processes, resulting in a 28% boost in MQL-to-SQL conversion rates.

- Refined sales outreach sequences and improved prospect engagement by 45%, contributing to strategic pipeline growth.

AltSales — Colombia

Aug 2020 – Jun 2021

Senior Sales Development Representative

- Drove lead generation and qualification through strategic phone and digital channel efforts, resulting in an 880K deal with a U.S. stadium.
- Cold-called prospective clients and scheduled meetings, generating new business opportunities and maintaining a 98% quota attainment rate.
- Collaborated with internal teams to develop effective call scripts and lead qualification criteria, improving call-to-meeting conversion rates by 40%.

ProspectHunter — Colombia

Feb 2018 – Dec 2018

Business Development Representative

- Reached 120% of quota, earning recognition as a top performer through effective client engagement and sustained prospecting activities.

Strategic Properties — Colombia

Mar 2014 – Sep 2017

Account Executive

- Managed comprehensive client interactions, leading to strategic bids and proposals that consistently resulted in a 95-105% quota attainment.

EDUCATION

Universidad Sergio Arboleda — Colombia

Bachelor's Degree in Business Administration, 2020

ADDITIONAL EXPERIENCE

- Actively participated in marketing initiatives and contributed to industry forums, enhancing personal and corporate brand presence.