

Luis
Senior Business Development Leader - SaaS & Retail
Colombia

Proven leader with over 10 years in SaaS and retail sectors, achieving \$1.2M deal closures and spearheading 120% attainment achievements. Expert in driving business growth and developing high-performing sales teams.

SKILLS

Skills: Sales Development • Outbound Sales Strategies • SDR Team Leadership • Pipeline Management • Channel Revenue Strategy • Quantitative Analysis • Qualitative Analysis • Market Analysis • Partnership Cultivation • Lead Qualification • Cold Calling • Sales Outreach Sequences • Performance Metrics Optimization • Prospecting • CRM Systems

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

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

- Conducted quantitative and qualitative analysis to evaluate new business opportunities based on geographical factors, resulting in a 15% increase in market penetration.
- Identified, reached out, and cultivated new customer relationships in LATAM, aligning with Toshiba's strategy, leading to a 20% increase in customer base.
- Sourced a \$200K deal for a major cosmetic brand, leading BDRs in prospecting and pipeline growth.

Veridas — Colombia Jan 2022 – Jul 2023
Sales Development Manager

- Led and coached a team of 8 SDRs covering LATAM and U.S., achieving 115% average quota attainment.
- Designed outbound sales strategies and optimized workflows, boosting SDR efficiency by 35%.
- Developed sales playbooks, performance tracking systems, and training programs enhancing pipelines by 42%.

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

- Initiated \$1.2M deal with a U.S. rental car company through outbound prospecting.
- Achieved quota attainment for 5 consecutive quarters, leading SDRs to open 50 new opportunities. 100% quota attainment

Altisales — Colombia Aug 2020 – Jun 2021
SR SDR

- Maintained an average quota attainment of 98%, sourcing an \$880K deal with a U.S. stadium.

ProspectHunter — Colombia Feb 2018 – Dec 2018
BDR

- Reached 120% of quota and received President's Club award.
- Led SDR team consistently achieving 95-105% quota attainment in the U.S. market.

EDUCATION

Universidad Sergio Arboleda — Colombia
Sales Management, 2020

