

Luis
Senior Business Development Leader - SaaS & Retail Tech
Colombia

Accomplished business developer with over 5 years of experience in SaaS and retail tech, driving a \$1.2M deal with a major U.S. company. Proven success in leading teams to consistent quota attainment in competitive markets.

SKILLS

Skills: Sales Development • Business Development • Lead Generation • Outbound Prospecting • Pipeline Management • Performance Coaching • Quantitative & Qualitative Analysis • Cross-Functional Collaboration • Customer Relationships • Sales Strategy • Digital Channels • Market Analysis • CRM | Salesforce, HubSpot • Sales Methodologies | SPIN Selling, Challenger Sale

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

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

- Conducted quantitative and qualitative analysis to identify \$4.2M in business opportunities, resulting in a 15% increase in conversion rates.
- Cultivated 12 new customer relationships with a 35% conversion rate to opportunities.
- Led a team of 3 BDRs, optimizing prospecting efforts to enhance pipeline growth by 28%.
- Sourced a \$200K deal for a leading cosmetic brand, contributing to channel revenue goals.

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

- Sourced a \$1.2M deal with a U.S. rental car company, significantly exceeding sales targets.
- Achieved 132% of quota for 5 consecutive quarters, maintaining top performance in the team.
- Developed sales outreach sequences, resulting in a 42% increase in prospect engagement.

AltiSales — Colombia Aug 2020 – Jun 2021
Senior Sales Development Rep

- Generated and qualified corporate leads, achieving an average quota attainment of 98%.
- Sourced an \$880K deal with a U.S. stadium, surpassing quarterly goals.
- Collaborated with product and marketing teams, enhancing lead qualification process by 35%.

Veridas — Colombia Jan 2022 – Jul 2023
Sales Development Manager

- Led and coached a team of 8 SDRs covering the LATAM and U.S. markets, achieving a 20% increase in team productivity.
- Designed outbound sales strategies and optimized workflows, resulting in a 25% efficiency gain.
- Developed sales playbooks and training programs, enhancing SDR performance by 30%.

EDUCATION

Universidad Sergio Arboleda — Colombia
Business Administration, 2020