

**Luis**  
**Senior Sales Development Leader - B2B & SaaS**  
Colombia

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Proven B2B sales leader with over 10 years of experience in SaaS, driving \$1.2M+ deals and optimizing sales teams for maximum efficiency.

## SKILLS

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**Skills:** Sales Strategy • Pipeline Management • Lead Qualification • Team Leadership • Cross-functional Collaboration • Sales Playbooks

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

## PROFESSIONAL EXPERIENCE

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**Toshiba Global Commerce Solutions** — Colombia Oct 2023 - Present

*Business Development Manager*

- Conducted quantitative and qualitative analysis to identify \$4M in new business opportunities in LATAM, resulting in a 15% increase in market penetration.
- Cultivated strategic relationships resulting in a \$200K deal with a major cosmetic brand, contributing to a 10% increase in annual revenue.
- Led a team of 3 BDRs, optimizing prospecting, leading to 35% pipeline growth and a 20% increase in lead conversion rates.

**Veridas** — Colombia Jan 2022 - Jul 2023

*Sales Development Manager*

- Led and coached 8 SDRs across LATAM and U.S., achieving 112% average quota attainment.
- Developed sales playbooks and performance tracking, increasing team productivity by 25%.
- Optimized workflows, reducing SDR response time by 40%.

**Incode Technologies** — Colombia Jul 2021 - Jan 2022

*Senior Business Developer*

- Sourced a \$1.2M deal with a U.S. rental car company, exceeding quarterly targets.
- Achieved 137% of quota for 5 consecutive quarters, leading top sales performance.

**AltSales** — Colombia Aug 2020 - Jun 2021

*Senior SDR*

- Maintained 98% quota attainment across team, driving high-performance culture.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia

International Business, 2020