

**Luis**  
**Senior Business Development Leader - B2B & Enterprise Channels**  
Colombia

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Proven leader with over 10 years in B2B and enterprise sales across SaaS and tech sectors. Achieved \$1.2M in deals, leveraging strategic partnerships and data-driven insights.

## SKILLS

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**Skills:** Business Development • Sales Strategy • Pipeline Management • Team Leadership • Cross-functional Collaboration • Outbound Prospecting • Account Strategy • Lead Qualification • Performance Tracking • Sales Outreach • Market Analysis • Relationship Building • CRM • Salesforce • LinkedIn Sales Navigator

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

## PROFESSIONAL EXPERIENCE

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

- Conducted comprehensive analysis of new business and channel opportunities across LATAM, influencing strategic decisions by identifying geographically-driven sales potentials, resulting in a 20% increase in market penetration.
- Spearheaded relationships with key clients in alignment with corporate strategy, fostering partnerships and cultivating opportunities that increased regional market penetration by 15%.
- Systematically evaluated and prioritized 40+ partner requests, optimizing collaborative efforts that enhanced channel revenue and strategic alignment by 35%.
- Worked with cross-functional teams to execute business goals, including achieving \$1.5M channel revenue growth and implementing significant product enhancements.
- Integrated Toshiba's brand presence at major industry events, presenting as a subject matter expert and increasing brand recognition by 52%.
- Closed a high-value \$200K deal for a leading cosmetic brand, showcasing Toshiba's innovative solutions and expanding sector presence.
- Managed a team of 3 BDRs, enhancing prospecting efficiency and pipeline growth by 47% compared to previous quarters.

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

- Pioneered sales strategies that initiated sales opportunities by prospecting new leads, resulting in a \$1.2M deal with a major rental car company.
- Collaborated closely with marketing to refine lead processes, achieving a 30% increase in lead qualification accuracy.
- Crafted and optimized sales outreach sequences, elevating prospect engagement rates by 28% through targeted messaging.
- Provided insights into pipeline management, enhancing conversion rates by 15% through data-driven strategies.
- Motivated a team of SDRs to identify 50 new opportunities for Account Executives, aligning strategies to maximize sales funnel throughput.

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

- Orchestrated lead generation through planned calling sequences and digital outreach, achieving 98% average quota attainment across the region.

- Cold-called and networked with potential clients, booking meetings that facilitated B2B opportunities and culminated in an \$880K deal.
- Worked collaboratively with product and marketing teams to refine call scripts, leading to a 35% increase in sales-qualified leads.
- Managed performance metrics, ensuring top SDR productivity and maintaining a connect rate above 42%.

**Veridas** — Colombia

Jan 2022 – Jul 2023

*Sales Development Manager*

- Led and coached a team of 8 SDRs covering the LATAM and U.S. markets. Designed outbound sales strategies and optimized workflows for efficiency, resulting in a 25% increase in team productivity.
- Developed sales playbooks, performance tracking systems, and training programs, enhancing SDR capabilities and achieving consistent quota attainment.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia

International Business, 2020

## ADDITIONAL EXPERIENCE

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- Served as an Account Executive at Strategic Properties from 03/2014 to 09/2017, achieving 120% of quota and earning President's Club recognition. Developed marketing initiatives and client engagement strategies, which significantly enhanced client acquisitions and revenue growth.

Presented by