

**Luis**  
**Senior Business Development Leader**  
Colombia

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Results-driven Business Developer with over 5 years of experience in SaaS & FinTech, achieving \$1.2M deals and 130% quota attainment.

## SKILLS

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**Skills:** Sales Leadership • Pipeline Management • Business Development • Sales Strategy • Account Management • Prospecting • Lead Generation • Cross-functional Collaboration • Performance Optimization • Sales Coaching • Market Analysis • Relationship Management • CRM Software • Salesforce • HubSpot

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

## PROFESSIONAL EXPERIENCE

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

- Conducted comprehensive quantitative and qualitative analysis to evaluate potential business and channel opportunities, leveraging geographical data and market insights to inform strategic decisions, resulting in a 20% increase in market penetration.
- Successfully identified and engaged new customer relationships across LATAM, aligning with Toshiba's corporate strategy and expanding market footprint.
- Evaluated and prioritized over 30 incoming partner requests, applying a rigorous scoring system to enhance partner selection quality by 42%.
- Collaborated extensively with cross-functional teams to meet channel revenue targets and drive product enhancement initiatives.
- Represented Toshiba as a subject matter expert in industry events and forums, enhancing brand presence and forging strategic partnerships.
- Achieved a significant deal closure with a major cosmetic brand, generating \$200K USD in new business revenue.
- Led a team of 3 Business Development Representatives, optimizing prospecting activities and achieving pipeline growth of 35%.

**Veridas** — Colombia Jan 2022 – Jul 2023  
*Sales Development Manager*

- Led and coached a dynamic team of 8 Sales Development Representatives covering the LATAM and U.S. markets, ensuring consistent achievement of team targets.
- Implemented efficient outbound sales strategies and optimized workflow processes, increasing SDR productivity by 28%.
- Developed comprehensive sales playbooks, performance tracking systems, and impactful training programs, resulting in a 40% increase in team quota attainment.

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

- Initiated and developed sales opportunities through outbound prospecting methods, enhancing the pipeline and achieving high engagement with target accounts.
- Worked closely with field sales to define and execute comprehensive account strategies, contributing to key business objectives.

- Led a team of SDRs responsible for sourcing 50 new opportunities for Account Executives, significantly boosting potential revenue streams.
- Sourced high-value deals, including a notable \$1.2M USD transaction with a U.S. rental car company, strengthening Incode Technologies' market position.
- Achieved quota attainment for 5 consecutive quarters, maintaining top-tier performance among peers.

**AltiSales** — Colombia

Aug 2020 – Jun 2021

*Senior Sales Development Representative*

- Drove the generation and qualification of corporate leads through strategic cold calling and leveraging digital channels, resulting in high-quality meetings for business expansion.
- Collaborated with product, marketing, and sales teams to create effective call scripts and refine lead qualification criteria, improving engagement rates by 15%.
- Sourced an \$880K USD deal with a U.S. stadium, underscoring exceptional salesmanship and market understanding.
- Maintained an average quota attainment of 98%, consistently exceeding target expectations.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia

Business Administration, 2020

## ADDITIONAL EXPERIENCE

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- Worked in various sales roles at ProspectHunter and Strategic Properties, leading teams to surpass quotas and receiving the President's Club award for outstanding performance.

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