

**Luis**  
**Senior Business Development Manager - SaaS & Retail Tech**  
Colombia

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Seasoned Business Development Manager with 10+ years in SaaS and retail tech, including \$1.2M single deal closure, 132% quota attainment, and 37% pipeline growth. Specializes in strategic partnerships and

## SKILLS

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**Skills:** Business Development • Sales Strategy • Lead Generation • Pipeline Management • Outbound Prospecting • Account Management • Strategic Partnerships • Team Leadership • Market Analysis • Sales Playbook Development • Cross-Functional Collaboration • Training & Coaching • CRM Systems • Salesforce • HubSpot

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

## PROFESSIONAL EXPERIENCE

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

- Conducted comprehensive geographical and market analysis to evaluate potential business and channel opportunities within LATAM, resulting in a 42% increase in lead qualifications.
- Successfully identified, engaged, and nurtured new customer relationships in alignment with Toshiba's strategic priorities, driving a 37% growth in the qualified sales pipeline.
- Evaluated and prioritized over 50 partner requests, enhancing partnership quality by 28% through implementing a 5-point evaluation system.
- Collaborated closely with cross-functional teams across marketing, sales, and product enhancement departments to meet and exceed channel revenue targets by 22%, resulting in a \$500K increase in revenue.
- Sourced a significant \$200K deal with a major cosmetic brand, marking a 25% YOY increase in major account acquisitions.
- Led a team of 3 BDRs, optimizing their daily workflows, thereby boosting the prospecting efficiency by 35% and enhancing individual pipeline growth rates.
- Demonstrated passion for enterprise sales and building new partnerships, contributing to a 25% increase in strategic alliances.

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

- Guided a team of 8 SDRs towards achieving 115% of quota in the competitive LATAM and U.S. markets, driving exceptional team performance through strategic sales methodologies.
- Pioneered the development of targeted outbound sales strategies and optimized existing workflows to enhance overall sales efficiency by 40%.
- Crafted comprehensive sales playbooks and designed customized training programs that elevated individual SDR productivity by 47%.

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

- Initiated high-impact sales opportunities through a robust outbound prospecting strategy, contributing to a monthly average lead qualification rate increase by 32%.
- Collaborated with marketing teams to refine lead qualification processes, increasing SQL conversion rates by 18% within 6 months.
- Sourced a \$1.2M deal with a U.S. rental car giant, setting a benchmark for deal value within the company and bolstering revenue growth by 15%.

**AltiSales** — Colombia

Aug 2020 – Jun 2021

*Senior SDR*

- Drove lead generation and qualification via diligent phone outreach and sophisticated digital channels, enhancing connect-to-meeting rates by 27%.
- Sourced a pivotal \$880K deal with a leading U.S. stadium, significantly contributing to region's revenue growth by 18%.

**ProspectHunter** — Remote

Feb 2018 – Dec 2018

*BDR*

- Executed strategic outreach campaigns that consistently exceeded monthly appointment setting quotas by 25%.
- Collaborated with high-performing sales teams to convert cold leads into warm prospects, resulting in a 30% boost in qualified opportunities.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia

International Business, 2020

Graduated with honors

## ADDITIONAL EXPERIENCE

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- Volunteers regularly with local business development groups, mentoring aspiring sales professionals. Led workshops on B2B sales strategies at industry conferences.

Presented by

