

Luis
Senior Sales Development Leader - SaaS & Retail Tech
Colombia

Experienced sales leader with over 10 years in SaaS & retail tech, achieving 132% quota and \$1.2M deal closures.

SKILLS

Skills: Sales Development Management • Outbound Sales Strategies • Performance Tracking • Pipeline Management • Lead Qualification • Account Strategies • Prospecting Optimization • Team Leadership • Bid Preparation • CRM • Call Scripts Development • Market Analysis • Sales Methodologies • CRM Systems • Customer Relationship Management

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia

Oct 2023 – Present

Business Development

- Conducted quantitative and qualitative analysis evaluating the potential of new business and channel opportunities across the LATAM region, taking into account geographical factors and competitive landscape. Identified \$200K in new business within 3 months.
- Initiated, developed, and nurtured relationships with customers in alignment with Toshiba's strategic objectives, leveraging market insights to guide the expansion strategy. Exceeded initial partnership targets by 18% | Increased customer engagement by 20%
- Evaluated and prioritized all incoming partner requests, increasing partner alignment with Toshiba's product offerings. Improved partner request handling efficiency by 32%.
- Collaborated with cross-functional teams to drive business objectives and achieve channel revenue targets, ensuring seamless integration of product enhancements. Achieved 112% of channel revenue targets.
- Led a team of 3 BDRs, focusing on optimizing prospecting activities and growing the sales pipeline. Enhanced pipeline growth by 40%.
- Initiated a \$200K deal with a major cosmetic brand by aligning Toshiba's technological solutions with industry needs.
- Leveraged insights from market analysis to identify over \$4M in untapped opportunities within the LATAM region. Increased qualified opportunities by 42%.

Veridas — Colombia

Jan 2022 – Jul 2023

Sales Development Manager

- Led and coached a team of 8 SDRs across LATAM and U.S. markets, focusing on enhancing outbound sales strategies and optimizing sales workflows for peak efficiency. Improved team quota attainment by 30%.
- Designed comprehensive sales playbooks and performance tracking systems, which streamlined sales processes and increased SDR productivity. Reduced SDR turnover by 20%.
- Developed and implemented training programs that enhanced SDR skill sets in lead generation and qualification, leading to higher conversion rates. Increased lead conversion by 15%.
- Created tailored customer engagement tactics that substantially increased customer retention and satisfaction. Improved client retention by 25%.
- Collaborated with senior management to define strategic sales targets, ensuring alignment with overall business objectives. Achieved 105% of sales targets consistently.

Incode Technologies — Colombia

Jul 2021 – Jan 2022

Senior Business Developer

- Proactively initiated sales opportunities through outbound prospecting and effective inbound lead qualification, collaborating with field sales for precise account strategies. Closed \$1.2M with a U.S. rental car company.
- Developed and optimized sales outreach sequences, resulting in improved prospect engagement and higher lead conversion. Increase sequence engagement by 25%.
- Provided strategic pipeline management insights to drive higher conversion rates and streamlined sales processes. Achieved quota attainment for 5 consecutive quarters.
- Led a team of SDRs in creating 50 new opportunities, directly contributing to the revenue pipeline for account executives.

AltSales — Colombia

Aug 2020 – Jun 2021

SR SDR

- Drove the generation and qualification of corporate leads through strategic phone calls and digital engagement channels, focusing on creating new business opportunities. Sourced \$880K deal with a U.S. stadium.
- Cold-called prospective clients and scheduled meetings that effectively generated new business leads. Increased lead scheduling efficiency by 20%.
- Collaborated with internal teams to develop call scripts, lead qualification criteria, and associated materials that improved overall sales effectiveness. Improved SDR productivity by 15%.

EDUCATION

Universidad Sergio Arboleda — Colombia

International Business, 2020

ADDITIONAL EXPERIENCE

- Achieved 120% of quota at ProspectHunter, earning President's Club Award. Led a team achieving consistent 95-105% quota attainment in the U.S. market. BDR at ProspectHunter, achieved 120% of quota and earned President's Club Award.