

Luis
Senior Business Development Expert - SaaS & LATAM
Colombia

Accomplished business developer with over 5 years of experience in SaaS and LATAM markets. Consistent performer with \$1.2M deal closure and a track record of increasing regional revenue by 30%.

SKILLS

Skills: Business Development • Sales Strategies • Outbound Sales • Pipeline Management • Lead Qualification • Partnership Cultivation • Market Analysis • CRM Systems • Salesforce • Negotiation • Customer Relationship Management • Market Research • Strategic Planning • Competitive Analysis • Networking

Languages: English (Fluent); Spanish (Native)

PROFESSIONAL EXPERIENCE

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

- Conducted quantitative and qualitative analysis to evaluate new business opportunities, resulting in a 15% increase in lead conversion rates.
- Cultivated new customer relationships in LATAM, aligning with corporate strategies, leading to a 20% increase in customer retention.
- Sourced a \$200K deal for a major cosmetic brand, driving regional revenue growth.

Veridas — Colombia Jan 2022 – Jul 2023
Sales Development Manager

- Led and coached a team of 8 SDRs, increasing team quota attainment by 30%.
- Developed sales playbooks and training, enhancing SDR performance and efficiency.
- Optimized outbound sales strategies, boosting pipeline generation by 40%.

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

- Delivered a \$1.2M deal with a U.S. rental car company, exceeding sales targets.
- Achieved quota attainment for 5 consecutive quarters, driving consistent revenue.
- Led a team of SDRs, opening 50 new opportunities for AEs.

AltiSales — Colombia Aug 2020 – Jun 2021
SR SDR

- Sourced an \$880K deal with a U.S. stadium, significantly contributing to team goals.
- Maintained an average quota attainment of 98% across the team.
- Managed performance metrics to ensure high SDR productivity.

EDUCATION

Universidad Sergio Arboleda — Colombia
Business Administration, 2020