Luis
Senior Business Development Leader – SaaS & Retail Tech
Colombia

Proven Business Developer with over 10 years of experience in SaaS, achieving $1.2M in single deals. Led teams to 98% quota attainment.

SKILLS

Skills: First Principle Estimating • Bill of Quantities (BOQ) • Tender Documents • Quantity Take-Off • AutoCAD • Civil Construction

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia   Oct 2023 – Present
Business Development Lead
- Conducted quantitative and qualitative analysis to evaluate new business opportunities in LATAM. Evaluated $1.5M in potential channel opportunities, resulting in a 20% increase in market penetration.
- Identified and cultivated new customer relationships aligned with Toshiba's strategy. Increased pipeline by $200K within 3 months.
- Led a team of 3 BDRs, optimizing prospecting and pipeline growth. Achieved 30% increase in pipeline efficiency.

Veridas — Colombia   Jan 2022 – Jul 2023
Sales Development Manager
- Led and coached a team of 8 SDRs across LATAM and U.S. markets. Achieved 115% team quota attainment.
- Designed outbound sales strategies and optimized workflows. Improved SDR efficiency by 25%, leading to a 15% increase in lead conversion rate.
- Developed sales playbooks and training programs. Increased training effectiveness by 40%.

Incode Technologies — Colombia   Jul 2021 – Jan 2022
Senior Business Developer
- Initiated sales opportunities with outbound prospecting and qualified inbound leads. Closed a $1.2M deal with a rental car company.
- Collaborated with marketing and sales to optimize lead qualification processes. Improved MQL-to-SQL conversion by 18%.

AltiSales — Colombia   Aug 2020 – Jun 2021
Senior Sales Development Representative
- Drove lead generation through phone calls and digital channels. Maintained 98% average quota attainment.

EDUCATION

Universidad Sergio Arboleda — Colombia
International Business, 2020