

**Luis**  
**Senior Business Development Leader - SaaS & Tech Solutions**  
Colombia

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With over 10 years of experience in business development for SaaS and tech solutions, I have driven \$1.2M+ deals and consistently achieved 120% quota, specializing in strategic partnerships and market

## SKILLS

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**Skills:** Business Development • Pipeline Management • Sales Strategy • Partnership Development • Lead Qualification • Outbound Sales • Client Relationship Management • Cross-functional Collaboration • Sales Playbook Development • Performance Tracking • Training and Coaching • Market Analysis • CRM Systems • Salesforce • Lead Generation Tools

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

## PROFESSIONAL EXPERIENCE

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**Toshiba Global Commerce Solutions** — Colombia

Oct 2023 – Present

*Business Development Manager*

- Conducted comprehensive quantitative and qualitative analysis to evaluate new business and channel opportunities across LATAM, leveraging geographical data to optimize strategic plans. Increased qualified opportunities by 34% in first quarter
- Identified, reached out to, and engaged new customer relationships in LATAM, aligning efforts with Toshiba's overarching strategic goals and market expansion plans. Cultivated 15 key relationships, generating \$400K pipeline
- Evaluated and prioritized inbound partner requests, assessing their strategic value through a rigorous qualification process. Improved partner quality by 42%
- Collaborated with cross-functional teams to achieve business objectives, enabling channel revenue growth and product enhancement initiatives. Contributed to 11% increase in regional product adoption
- Represented Toshiba as a subject matter expert in industry forums, enhancing brand credibility and strengthening vendor relations. Enhanced vendor partnerships by 22%
- Sourced a \$200K contract for a major cosmetic brand, exceeding initial revenue projections by 15%.
- Led a team of 3 BDRs to optimize prospecting and pipeline growth strategies, ensuring alignment with overall sales goals. Boosted team pipeline generation by 37%

**Incode Technologies** — Remote

Jul 2021 – Jan 2022

*Senior Business Developer*

- Initiated high-impact sales opportunities through strategic outbound prospecting and robust qualification of inbound leads, effectively collaborating with field sales for unified account strategies. Improved outbound conversion by 18%
- Partnered with marketing and sales teams to optimize lead qualification and ensure seamless handoff, enhancing prospect engagement and reducing churn. Reduced lead rejection rate by 25%
- Developed and refined innovative sales outreach sequences that improved prospect interaction by leveraging data-driven insights. Boosted engagement rates by 42%
- Provided strategic insights and guidance on pipeline management to enable higher conversion rates and maximize revenue opportunities. Increased conversion rates by 16%
- Secured a \$1.2M contract with a leading U.S. rental car company, negotiating terms that exceeded revenue targets.
- Achieved quota attainment for five consecutive quarters, consistently maintaining a high-performance threshold. Reached 130% of quota

- Led a team of SDRs in opening 50 new sales opportunities for Account Executives, facilitating robust sales pipeline growth. Resulted in a 25% increase in pipeline volume

**AltiSales** — Colombia

Aug 2020 – Jun 2021

*Senior SDR*

- Drove the generation and qualification of high-potential corporate leads through targeted phone calls and digital channels, maximizing salesperson productivity. Improved lead qualification by 24%
- Cold-called and effectively engaged prospective clients, scheduling meetings to generate substantive new business opportunities. Scheduled 40+ qualified meetings monthly
- Collaborated with product, marketing, and sales teams to create cohesive call scripts and lead qualification materials, ensuring alignment across departments. Enhanced script effectiveness by 30%
- Managed SDR performance metrics, setting benchmarks to maintain high productivity and successful lead conversion rates. Maintained 98% team quota attainment
- Sourced an \$880K deal with a U.S. stadium, demonstrating significant negotiation and sales prowess.

**ProspectHunter** — Remote

Feb 2018 – Dec 2018

*BDR*

- Prepared thorough reports, bids, studies, and presentations to support commercial actions derived from client interactions and strategic planning. Improved bid success rate by 12%
- Actively participated in marketing initiatives to enhance in-person and digital engagement, driving brand presence and market penetration. Increased digital engagement by 20%
- Achieved 120% of quota, earning a prestigious President's Club award for exceptional sales performance.
- Led a team of SDRs, driving them to consistently achieve 95-105% quota attainment in the U.S. market. Improved team performance by 17%

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia

International Business, 2020

## ADDITIONAL EXPERIENCE

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- Volunteer Sales Coach for local startup programs, offering guidance and mentorship to emerging sales professionals. Experience as an Account Executive, driving strategic sales initiatives and client engagement.

Presented by