

Luis
Senior Sales Development Leader - B2B & SaaS Expert
Colombia

Dynamic business developer with over 7 years in SaaS, drove \$1.2M deal and led teams to 120% quota. Proven impact across LATAM and U.S. markets.

SKILLS

Skills: Sales Development • Business Development • Lead Generation • Pipeline Management • Strategic Partnerships • Outbound Sales Strategies

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia Oct 2023 - Present

Business Development Manager

- Conducted quantitative and qualitative analysis to evaluate new business opportunities in LATAM, resulting in a 15% increase in market penetration.
- Identified and cultivated customer relationships, leading to a \$200K deal for a major cosmetic brand.
- Collaborated with cross-functional teams achieving channel revenue targets, contributing to a 10% increase in annual revenue.

Incode Technologies — Colombia Jul 2021 - Jan 2022

Senior Business Developer

- Sourced a \$1.2M deal with a U.S. rental car company, securing strategic growth.
- Achieved quota attainment for 5 consecutive quarters, leading a team to open 50 new opportunities.
- Provided strategic insights on pipeline management boosting conversion rates by 15%.

Veridas — Colombia Jan 2022 - Jul 2023

Sales Development Manager

- Led a team of 8 SDRs across LATAM and U.S., resulting in optimized pipeline growth, achieving a 25% increase in qualified leads.
- Designed outbound sales strategies improving workflow efficiency by 30%.

ProspectHunter — Colombia Feb 2018 - Dec 2018

BDR

- Reached 120% of quota, earning President's Club award.

EDUCATION

Universidad Sergio Arboleda — Colombia

Business Administration, 2020