

**Luis**  
**Senior Sales Development Manager - SaaS & Retail Tech**  
Colombia

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Sales leader with over 10 years of expertise in SaaS and Retail Tech. Drove a \$1.2M deal and enhanced pipeline conversion by 30%.

## SKILLS

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**Skills:** Sales Development • Business Development • Lead Generation • Pipeline Management • Outbound Sales Strategies • Playbook Development • Performance Tracking • Market Analysis • CRM Management • Sales Coaching • Team Leadership • Public Speaking • Sales Methodologies • CRM Systems • Customer Relationship Management

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

## PROFESSIONAL EXPERIENCE

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**Toshiba Global Commerce Solutions** — Colombia

Oct 2023 – Present

*Business Development*

- Conducted comprehensive quantitative and qualitative analysis to evaluate new business potential across the LATAM region, incorporating geographical, economic, and competitive factors, resulting in a 15% increase in market penetration.
- Identified and engaged with over 150 new customer prospects, optimizing aligned strategies within Toshiba's LATAM initiative, which increased lead pipeline by 34%.
- Evaluated over 50 incoming partner requests, prioritizing strategic engagements and enhancing partner quality by 35%.
- Collaborated with internal teams to achieve key business objectives, surpassing channel revenue targets by 12% and launching several product initiatives.
- Represented Toshiba at 4 industry forums as a subject matter expert, enhancing brand visibility and trust, leading to a 10% increase in brand recognition.
- Sourced a significant \$200K contract for a major cosmetic brand, expanding client portfolio by \$200K USD.
- Led a BDR team, implementing an optimized prospecting strategy that improved pipeline growth by 22%.

**Veridas** — LATAM and U.S.

Jan 2022 – Jul 2023

*Sales Development Manager*

- Successfully managed and coached a team of 8 SDRs, achieving an average quota attainment of 115% across LATAM and U.S. markets.
- Designed and implemented outbound sales strategies that led to a 28% increase in lead conversion rates.
- Developed comprehensive sales playbooks and performance tracking systems, enhancing team efficiency by 30%.
- Conducted targeted training programs, reducing new hire ramp time by 25% and increasing sales knowledge retention.

**Incode Technologies** — Colombia

Jul 2021 – Jan 2022

*Senior Business Developer*

- Initiated sales opportunities via outbound prospecting and teamwork, resulting in \$1.2M revenue from a U.S. rental car company deal.
- Achieved quota attainment for 5 consecutive quarters, positioning the team as top performers in the region.

Presented by



- Led a team that opened 50 new opportunities, developing strategies with AEs to streamline the sales funnel.

**AltiSales** — Colombia

Aug 2020 – Jun 2021

*SR SDR*

- Conducted extensive outreach via cold-calling and digital channels, driving new business opportunities by 22%.
- Collaborated with marketing and sales teams to refine scripts and lead qualification process, enhancing conversion rate by 18%.
- Maintained a consistent average quota attainment of 98% among team members.
- Closed an \$880K deal with a U.S. stadium, reinforcing company presence in new markets.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia

Business Administration, 2020

## ADDITIONAL EXPERIENCE

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- Led a volunteer initiative at the local community center, coaching young adults in entrepreneurship and business strategies. BDR at ProspectHunter (Feb 2018 - Dec 2018) and Account Executive at Strategic Properties (Mar 2014 - Sep 2017).