

**Luis**  
**Senior Business Developer - LATAM & U.S. Markets**  
Colombia

Proven B2B sales developer with over 5 years of experience in SaaS & retail tech, achieving \$1.2M+ deals. Expert in LATAM market strategies with a track record of driving significant revenue growth.

## SKILLS

**Skills:** Sales Development • Business Development • Sales Strategies • Pipeline Management • CRM • Lead Qualification

**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 and channel opportunities, resulting in a 15% increase in market penetration.
- Cultivated new customer relationships in LATAM, aligning with Toshiba's strategy, leading to a 20% increase in customer retention.
- Prioritized incoming partner requests, collaborating on key business objectives and channel revenue goals, achieving a 10% increase in channel revenue.
- Sourced a \$200K USD deal for a major cosmetic brand.
- Led team of 3 BDRs, optimizing prospecting and pipeline growth, resulting in a 25% increase in qualified leads.

**Veridas** — Remote Jan 2022 - Jul 2023

*Sales Development Manager*

- Led and coached a team of 8 SDRs covering LATAM and U.S. markets.
- Developed sales playbooks and performance tracking systems.
- Improved sales workflows and training programs for maximum efficiency.

**Incode Technologies** — Remote Jul 2021 - Jan 2022

*Senior Business Developer*

- Initiated sales opportunities via outbound prospecting and inbound lead qualification.
- Collaborated with marketing and sales teams to optimize lead processes.

**AltiSales** — Colombia Aug 2020 - Jun 2021

*SR SDR*

- Drove lead generation through cold-calling and digital outreach.

**ProspectHunter** — Remote Feb 2018 - Dec 2018

*BDR*

- Responsible for driving lead generation and qualification.

**Strategic Properties** — Remote Mar 2014 - Sep 2017

*Account Executive*

- Prepared reports, bids, studies, and presentations supporting commercial actions.

## EDUCATION

Presented by 