

Luis
Senior Sales Development Leader - SaaS & Retail Tech
Colombia

Proven sales leader with over 8 years of expertise in SaaS and Retail Tech. Achieved \$1.2M deal closure and 5 consecutive quarters of quota attainment.

SKILLS

Skills: Sales Development • Business Development • Account Management • Outbound Sales Strategies • Performance Tracking • Lead Qualification

Languages: English (Fluent); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia Oct 2023 – Present

Business Development

- Conducted comprehensive market analysis for channel opportunities, resulting in a 15% increase in channel partner engagement.
- Engaged and cultivated new LATAM customer relationships, aligning with strategic goals, leading to a 20% increase in customer retention.
- Sourced a \$200K USD deal with a major cosmetic brand.

Veridas — Colombia Jan 2022 – Jul 2023

Sales Development Manager

- Led and coached a team of 8 SDRs across LATAM and U.S. markets. Achieved 110% team quota attainment.
- Developed sales playbooks and training programs enhancing efficiency. Reduced ramp-up time by 30%.
- Optimized workflows, boosting productivity by 25%.

Incode Technologies — Colombia Jul 2021 – Jan 2022

Senior Business Developer

- Initiated sales via outbound prospecting and inbound lead qualification. Sourced a \$1.2M USD deal with a U.S. rental car company.
- Enhanced lead qualification processes driving higher conversion rates. Improved conversion rates by 35%.

AltiSales — Colombia Aug 2020 – Jun 2021

SR SDR

- Generated and qualified corporate leads via phone and digital channels.
- Cold-called prospective clients, scheduling meetings for new business. Sourced an \$880K USD deal with a U.S. stadium.

ProspectHunter — Colombia Feb 2018 – Dec 2018

BDR

Strategic Properties — Colombia Mar 2014 – Sep 2017

Account Executive

EDUCATION
