

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

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Dynamic BDR with over 5 years of experience and \$1.4M+ deal success in SaaS and Tech industries. Proven leadership in driving team quota attainment and strategic growth.

## SKILLS

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**Skills:** Sales Strategy • Performance Tracking • Training Programs • Pipeline Management • Lead Qualification • Outbound Prospecting

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

## PROFESSIONAL EXPERIENCE

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**Toshiba Global Commerce Solutions** — Colombia Oct 2023 – Present  
*Business Development Manager*

- Conducted detailed analyses of business opportunities, driving strategic partnerships in LATAM, resulting in a 15% increase in partnership engagements.
- Cultivated new customer relationships, aligning with company strategy, leading to a 20% increase in customer retention.
- Led a team of 3 BDRs, optimizing prospecting and pipeline growth, achieving a 25% increase in qualified leads.
- Sourced a \$200K deal for a major cosmetic brand.

**Incode Technologies** — Colombia Jul 2021 – Jan 2022  
*Senior Business Developer*

- Initiated sales opportunities, improving strategies for account executions.
- Sourced a \$1.2M USD deal with a U.S. rental car company.
- Achieved quota attainment for 5 consecutive quarters.

**AltiSales** — Colombia Aug 2020 – Jun 2021  
*Senior SDR*

- Drove lead generation and qualification through strategic phone and digital outreach.
- Sourced an \$880K USD deal with a U.S. stadium.

**Veridas** — Colombia Jan 2022 – Jul 2023  
*Sales Development Manager*

- Led and coached a team of 8 SDRs covering LATAM and U.S. markets, achieving a 120% quota attainment.

## EDUCATION

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**Universidad Sergio Arboleda** — Colombia  
Business Administration, 2020

## ADDITIONAL EXPERIENCE

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- Account Executive at Strategic Properties from Mar 2014 to Sep 2017. Led a team achieving consistent quota attainment in the U.S. market.