

Luis
Senior BDR Leader - SaaS & LATAM
Colombia

Seasoned BDR professional with over 10 years of experience in SaaS and LATAM industries. Sourced \$1.2M deals and led teams to 120% quota attainment, consistently exceeding targets by 15%.

SKILLS

Skills: Sales Development • Outbound Sales Strategies • Lead Qualification • Pipeline Management • Team Leadership • Market Analysis

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

Toshiba Global Commerce Solutions — Colombia Oct 2023 - Present

Business Development Manager

- Identified new business opportunities with quantitative analysis across LATAM, resulting in a 15% increase in market penetration.
- Cultivated new customer relationships, aligning with Toshiba's strategic goals, leading to a 20% increase in customer retention.
- Sourced a \$200K USD deal with a major cosmetic brand.
- Led a team of 3 BDRs to optimize prospecting and pipeline growth, achieving a 25% increase in qualified leads.
- Represented Toshiba as a subject matter expert at industry events.

Veridas — Location not specified Jan 2022 - Jul 2023

Sales Development Manager

- Led and coached a team of 8 SDRs across LATAM and U.S. markets.
- Designed sales strategies and optimized workflows to improve efficiency.
- Developed sales playbooks and training programs for performance tracking.

Incode Technologies — Location not specified Jul 2021 - Jan 2022

Senior Business Developer

- Initiated sales opportunities and optimized lead qualification with cross-team collaboration.
- Sourced a \$1.2M USD deal with a U.S. rental car company.

AltiSales — Colombia Aug 2020 - Jun 2021

SR SDR

- Generated and qualified corporate leads through calls and digital channels.
- Sourced an \$880K USD deal with a U.S. stadium.

EDUCATION

Universidad Sergio Arboleda — Colombia

Business Administration, 2020