

Luis
Senior Business Development Leader - SaaS & FinTech
Colombia

Proven Business Developer with over 10 years of experience in SaaS & FinTech, consistently surpassing targets and securing deals over \$1.2M. Expert in strategic planning and market analysis.

SKILLS

Skills: Outbound Sales Strategies • Pipeline Management • New Business Development • Account Strategies • Partnership Building • Sales Outreach Sequences • Team Leadership • Staff Development • Performance Tracking • Training Program Development • Cross-functional Collaboration • Goal Achievement • Quantitative Analysis • Qualitative Analysis • Salesforce CRM

Languages: English (Fluent); Spanish (Native)

PROFESSIONAL EXPERIENCE

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

- Led quantitative and qualitative market analysis to assess new business potential and channel opportunities across LATAM, using criteria like geographic factors for strategic expansion. increased market penetration by 15%
- Successfully identified, engaged, and developed new customer relationships in alignment with Toshiba's global strategy, significantly enriching the client portfolio in LATAM. expanded client portfolio by 20%
- Prioritized and managed an influx of partner requests within the region, ensuring strategic fit and market alignment. reduced response time by 25%
- Collaborated with cross-functional teams to meet revenue targets and launch product enhancements, contributing to key business objectives. achieved 110% of revenue targets
- Represented Toshiba at major industry events, positioning the company as a leader in commerce solutions and leveraging expertise to drive brand recognition. increased brand recognition by 30%
- Closed a high-impact \$200K deal with a leading cosmetic brand, setting a precedent for strategic partnership renewal.
- Led a team of 3 BDRs, innovating prospecting methods and accelerating pipeline growth in line with corporate goals. accelerated pipeline growth by 40%

Veridas — Colombia Jan 2022 – Jul 2023
Sales Development Manager

- Directed a team of 8 SDRs across LATAM and U.S. markets, consistently achieving 115% quota by designing and implementing sales playbooks and tracking systems.
- Optimized outbound sales workflows resulting in a 30% increase in efficiency and effectiveness across the sales team.
- Developed comprehensive training programs leading to a 20% increase in SDRs' performance metrics.

Incode Technologies — Remote Jul 2021 – Jan 2022
Senior Business Developer

- Facilitated the initiation of B2B sales endeavors, supporting the sales team and improving sales funnel performance by 35%.

- Worked with marketing to enhance lead pipelines, increasing qualified leads by 42% YoY.
- Successfully closed a \$1.2M deal with a major U.S. rental car company, demonstrating exceptional negotiation and sales skills.
- Repeatedly achieved quota attainment for 5 consecutive quarters, consistently outperforming sales targets by 32%.

AltiSales — Colombia

Aug 2020 – Jun 2021

Senior SDR

- Responsible for qualifying and generating over 400 corporate leads monthly through strategic phone and digital outreach.
- Achieved an average quota attainment of 98%, ranking consistently in the top 10% of team performers.
- Closed a significant \$880K deal with a U.S. stadium client by leveraging personalized outreach and value proposition techniques.

ProspectHunter — Colombia

Feb 2018 – Dec 2018

BDR

- Developed and maintained a robust sales pipeline, achieving 120% of sales targets.

Strategic Properties — Colombia

Mar 2014 – Sep 2017

Account Executive

- Managed key accounts and drove revenue growth through strategic client engagement.

EDUCATION

Universidad Sergio Arboleda — Colombia

Business Administration, 2020

ADDITIONAL EXPERIENCE

- Actively participated in digital marketing initiatives and supported commercial actions, consistently achieving high quota performance and earning recognition in the President's Club.