

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

Experienced developer in SaaS & retail tech with over 5 years of experience, \$1.4M sourced deals & 5 quarters of 100% quota. Expert in LATAM-U.S. partnerships and market expansion.

SKILLS

Skills: Sales Development • Outbound Prospecting • Pipeline Management • Lead Qualification • Strategic Partnerships • Market Analysis • Sales Strategies • Performance Tracking • Sales Playbooks • Business Development • Quantitative Analysis • Qualitative Analysis • Cross-Functional Collaboration • Industry Expertise • Prospect Engagement

Languages: English (Professional); Spanish (Native)

PROFESSIONAL EXPERIENCE

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

- Conducted comprehensive market analysis for new business opportunities across 3 key regions, resulting in a 42% increase in qualified leads.
- Identified and cultivated new customer relationships in LATAM, contributing to \$200K in new deals within 4 months.
- Led team of 3 BDRs to double prospecting efficiency, generating \$300K in qualified pipeline within 6 months.

Incode Technologies — Colombia Jul 2021 - Jan 2022
Senior Business Developer

- Sourced \$1.2M deal with a U.S. rental car company, achieving 112% of quota.
- Collaborated with marketing to enhance lead qualification, improving conversion rates by 35%.
- Led team of SDRs to initiate 50 new opportunities, achieving 130% of team quota.

AltiSales — Colombia Aug 2020 - Jun 2021
SR SDR

- Generated and qualified leads through strategic outreach, securing an \$880K deal with a U.S. stadium.
- Maintained team quota attainment of 98%, surpassing company expectations consistently.
- Enhanced call scripts and engagement material, boosting prospect meetings by 28%.

EDUCATION

Universidad Sergio Arboleda — Colombia
Business Administration, 2020

ADDITIONAL EXPERIENCE

- Led a team of SDRs at ProspectHunter to achieve 95-105% quota attainment consistently in the U.S. market.